





*They Came, They Saw,  
They Conquered  
Our Hearts!*



Their Royal Highnesses  
on the steps of the City  
Hall, St. Boniface.

—An Eaton Photo



At the Civic Auditor-  
ium, Winnipeg.

—Photo by Jack Ablett,  
Free Press

THE tumult and the shouting dies . . . our lovely princess and her sailor prince have come and gone. All we can say has been said and is still being said about the gentle charm, the naturalness and womanly qualities of the slender young English mother who will one day be our Queen. Much, too, has been told of the noble qualities of handsome, smiling Prince Philip. And now the fairytale that came true for our children has ended and the page has been turned. But memory lingers on . . . we know that this great chapter in Canadian history will never be forgotten. To Their Royal Highnesses—God bless them!

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## Eaton Staff Donates \$35,750 to Chest Funds

**Total Amount From the Company and Staff of Winnipeg Division is \$52,750**

Largest contribution to the Community Chest ever to be made by Eaton employees was reported on October 13, when \$35,750 was subscribed by the staff and management of the Winnipeg division.

Commenting on the gift, C. L. Donnelly, chairman of the Eaton Employees' Charitable Fund, stated that the record subscription was an acknowledgment of a community "must"—the undisputed present needs of the 29 agencies concerned, and the efficient manner in which they are operated under the care and guidance of Greater Winnipeg's Community Chest.

In addition to the \$35,750 employees' subscription, \$16,000 has been donated by The T. Eaton Co. Limited, and \$1,000 by Mr. H. M. Tucker, making a total amount from Company and staff of \$52,750. \* \* \* \*

Added to the above record contribution to the Community Chest, *Your E.E.C.F. also reports a donation of \$500 to the Navy League of Canada.*



Left to right—Mr. T. P. McBryde, secretary, E.E.C.F.; Mr. R. A. Hobday, campaign chairman, Greater Winnipeg Community Chest, who, with five-year-old Michael, accepts the Eaton Employees' Charitable Fund donation from President Charles Donnelly.

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# Mr. J. H. Wildman Retires After Outstanding Career

*Manager of Eaton's, Edmonton, Plans to Rest  
and Build Up Health*



The announcement that Mr. J. H. (Harry) Wildman, manager of the Edmonton Store and Mail Order Warehouse, has decided to retire from active business because of ill health, will be received with regret not only in the Edmonton area but also throughout the entire west where he has made a legion of friends.

Mr. Wildman served the Company with distinction for over 27 years. As a youth he spent seven valuable years with Stobart Sons & Co., wholesale dry goods. Then in November, 1923, he became an Eatonian, joining the Notions Department of the Winnipeg Store. Here he quickly rose to assistant and six years later again stepped up the ladder when he was transferred to the Edmonton Store as head of the jewellery and kindred departments. Finally, in March, 1933, Mr. Wildman was appointed Store manager.

## Distinguished Career

To review the outstanding career of Harry Wildman is to realize that when higher responsibilities called, he was ready to meet them.

Old timers who worked with him in the Notions here tell of his friendly understanding, his fair-mindedness and capacity for seeing the other fellow's viewpoint. He realized that the larger a business is the more it needs friends; thus he made a practice of meeting customers and getting to know them.

He never underrated the importance of courtesy and, with his flair for handling customers, they always went away smiling. On stepping up to greater responsibilities, Mr. Wildman also demonstrated a capacity for management, and successful merchandising, plus the courage to do the right thing without being told.

A hard worker, he did not believe in the "revolving chair" mind, but sought to keep alert to new ideas and abreast of the continually changing picture in business.

Himself a veteran of world war one, in which he was wounded, Harry Wildman made a distinguished contribution to war work during the second world war and was awarded the M.B.E. for meritorious service to the Air Cadet League of Canada.

Mr. Wildman is now on an extended holiday, and it is our heartfelt wish that he may soon be restored to health and able to enjoy many more years or richly earned rest and relaxation.

## RECENT APPOINTMENTS

### Winnipeg

Department W215 — Jewellery, Watches, Clocks, Holloware, Flatware, Thermos, Leather Goods and Handbags;

Department W615 — Jewellery and Watch Repairs;

Department W1766—Jewellery and Watch Repairs;

MR. M. DONALDSON, head of department.

### Humboldt, Sask

MISS V. ANGELSTAD, in charge.

"Of Courtesy it is much less  
Than Courage of Heart or Holiness,  
Yet in my walks it seems to me  
That Grace of God is in Courtesy."

CONTACTS' FRONT COVER—is a salute to that friend and counsellor of our new employees during the Christmas shopping season—the SPONSOR!



# Mr. J. A. Snowden Goes to Edmonton

*Appointed Manager of Store and Mail Order Warehouse*

The appointment has been announced of Mr. J. A. Snowden, assistant in the Merchandise Office, Winnipeg, to the position of manager of Edmonton Store and Mail Order Warehouse.

Mr. Snowden succeeds Mr. J. H. Wildman who has retired on account of ill health and is now on an extended holiday.

In assuming his new duties at Edmonton, Mr. Snowden takes with him a valuable background in merchandising and management. Joining the Company at Saskatoon in March, 1928, his first position was with the Women's Apparel where he rose to head of department. In March, 1941, he was appointed assistant Store manager. He stepped up again in December, 1945, when, shortly after returning from two and a half years' service in the navy, he was transferred to Calgary as Merchandise manager. In March, 1947, he went to Port Arthur as Store manager where he remained until October, 1950, when he was appointed assistant to Mr. W. J. McKeag in the Merchandise Office, Winnipeg.

During his short sojourn in Manitoba, Mr. Snowden has made a great many friends. A westerner by birth, he also has a wide circle of friends throughout the western branches. We join with them in wishing Mr. Jack Snowden every success in his new field of endeavour.



## They Did It The Hard Way!

Three Eaton Men Receive Degrees of R.I.A.



Left to right—W. G. Mitchell, R.I.A.; T. Ewart, R.I.A., and W. G. Cherrett, R.I.A.

After four gruelling years of study and "burning the midnight oil," three Eatonians, Tom Ewart (assistant), W. G. Cherrett and W. G. Mitchell, members of the General Audit, received their diplomas from the Society of Industrial and Cost Accountants at a graduation dinner and dance held on September 20 at the Marlborough Hotel.

All were highly commended by their department management for achieving by hard work and sacrifice of leisure hours, the degree of R.I.A. It is interesting to note that one of the young men started with Eaton's in the Parcelling, another in the Meats and a third in the Egg Room. Congratulations, gentlemen accountants!



Top Row—Driver Frank Horne, first prize winner, is naturally proud of his remarkable record of heading the prize winners for over twenty years.

Second Row—Driver P. Cyluck grins happily as he receives second-prize award from Mr. Palk.

Third Row—"Case Lots" Hartle also looks pretty happy about the whole thing.

Fourth Row—Driver R. Dawson accepts third prize with the secret determination to cop a bigger prize next time.

Four

## Charge of The "Light Brigade" Goes Over The Top

### Drivers' Annual Bulb Classic Breaks All Records

After weeks of spirited competition in which nearly 100 drivers participated, the annual Bulb Sale Contest ended with a new high record rolled up by our ambassadors of good will . . . the boys whose cheery call of "Eaton's" is always a welcome one in Winnipeg homes!

#### Prizes Presented

At a gathering of the drivers before morning delivery on October 9, major prizes were presented by Mr. W. L. Palk, assistant superintendent, and Mr. Edgar Adey, head of department, Electricals.

Top prize winners were:

#### Most Bulbs Sold

1st prize—Driver F. HORNE.....	\$25.00
2nd prize—Driver P. CYLUCK.....	\$15.00
3rd prize—Driver R. DAWSON.....	\$10.00

#### Most Customers

1st prize—Driver F. HORNE.....	\$25.00
2nd prize—Driver P. CYLUCK.....	\$15.00
3rd prize—Driver R. DAWSON.....	\$10.00

#### Most Case Lots

1st prize—Driver R. HARTLE.....	\$15.00
2nd prize—Driver R. McDONALD.....	\$10.00

In addition to the major prizes, all drivers taking part in the contest received awards for sales made.

In the absence of Mr. Arni Arnason, Delivery supervisor, Mr. Dave McFadzean, assistant, presided.

Congratulating the drivers on striking a new high record, Mr. Palk said that the Bulb Contest was an excellent example of trying out a new idea and he lauded both the Electrical Department and the drivers for developing the contest to the outstanding success it is today.

Mr. Palk also thanked the men for the grand job they were doing in cementing good relations between our customers and the Company. He spoke, too, of the many "bouquets" that came to the Superintendent's Office from Winnipeg citizens commending Eaton drivers.

Mr. Edgar Adey said that the campaign had started in a small way but achieved an increase each year in the number of bulbs sold, in number of customers, and prizes awarded. This year all previous records had been broken!

He warmly thanked the drivers on behalf of Mr. D. S. McKellar and Mr. Alex Hewish, who were out of town.

Mr. Adey also thanked his lieutenant, Gordon Eisner, for a splendid job in helping to conduct the contest.



# Display Department Does It Again!

Clinging to the handrail in a crowded street car on the morning of the Royal visit, we overheard two girls talking:

"Did you see Eaton's decorations?" asked one. "I certainly did," replied her companion, "aren't they simply grand?"

"Yes, indeed," nodded the first girl, "and did you see that window they have with the big framed enlargements of the Princess and the Duke?"

"Yes, and don't those 'mums trailing over the stone wall make a lovely effect?"

"Beautiful, yet so dignified and appropriate," agreed the first girl, as she pressed the button for her stop. "Trust Eaton's to do it right!"

This chance conversation must have expressed the opinion of thousands of passersby as they paused to admire the Big Store's tribute to their Royal Highnesses.

Taking time out from the Santa Claus parade preparations and their manifold duties, our display men first planned the decorations in the form of sketches. These comprised two doorway units over the Portage Avenue entrances and a massive display of flags, big 12-foot Union Jacks and Canadian ensigns, 165 of them, all told!

The doorway decorations were in gold and white. The gold-coloured drapes were made from jute "swagged" (or draped), then dipped in plaster of paris and finally gilded—the work being done in our own display workroom. The drapes also bore

the Princess' coat of arms and clusters of flags.

Two gold and white columns at either side of doorways bore gold medallions with likenesses of the Princess and the Duke.

*The Royal Window* displayed two large photographs by Karsh of the Royal Couple. Framed in gold and grey, they hung in regal setting of soft blue velvet curtains, while in the foreground were freshly picked 'mums trailing over a stone wall to the floor. Mounted on a gold card was a welcome message to the Royal visitors.

At the *Civic Auditorium* Eaton display men, co-operating with Winnipeg florists, again achieved an altogether lovely effect for the Command Performance of the ballet.

The theme was southern smilax and huckleberry with giant golden 'mums. This refreshingly different motif featured around the balcony, was accented by gold and satin plaques upon which appeared the Princess' coat of arms. Over the proscenium arch was a large replica of The Princess Elizabeth's crest.

Smilax again was used to deck a low fence before the Royal box. This was banked with pom-poms and giant golden 'mums.

In the Royal box itself the chairs were covered with blue brocade, and a rich oriental rug received the Royal footsteps.

Congratulations to Mr. Carson and crew!

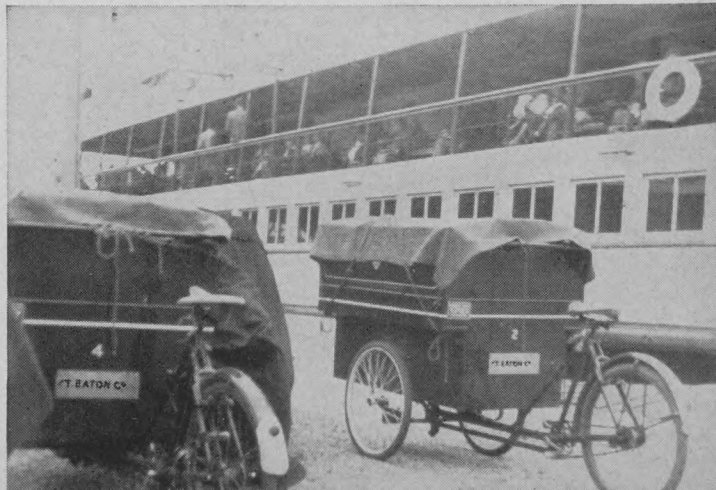
## Did You Ever See "Ambling Annie"?

Here's One Branch of the Company's Delivery System  
That May Be New To You

It's a far cry from one of our big, powerful Eaton freight trucks which carry a six to seven-ton load, to one of these gentle looking "Ambling Annies." Contacts shot this picture on the ferry dock at Toronto, during vacation.

This three-wheeler bike delivery is used on Centre Island, Toronto, where power-driven vehicles are not allowed. Question is, how do they steer 'em?

Five





Who could pick a first prize winner in a heart-robbing gang like this?



*With Gene Autry  
In Town . . .*

## Eaton Good Deed Club Stages Cowboy Theatre Party

Spurs a-jingling, glittering six-shooters at the alert, and sombreros perched at a jaunty angle, a cavalcade of half-pint cowboys and cowgirls galloped into the Metropolitan Theatre on Saturday morning, October 6, to attend a round-up, or theatre party, as guests of the Eaton Good Deed Club. Some 2,000 children enjoyed movies and a stage show which was broadcasted by young artists.

Pictured above is a group of the more colourfully dressed young punchers on the stage for the final judging of their costumes by the audience. With all their cowboy trappings and richly embroidered togs, it was a tough decision to make.

Prize winners were guests that evening at the Gene Autry show in the Civic Auditorium, and met the famous singing cowboy in person.

## Manitoba Boys and Girls Exhibit PRIZE POTATOES

The humble tuber, or potato, or "spud," one of the most valuable sources of human food, originally came from South America and was introduced into North America and Europe in the sixteenth century.

Today in Manitoba, our young agriculturists, under the guidance of the Extension Service, are making great strides in increasing the yield and improving the quality of their potato crops. Manitoba now has 36 Potato Clubs with a total membership of 400 young people. Ages vary between 14 and 20, but there are exceptions. For example, one little girl, Carol McGill of Ebor, who is away under the age limit, won first prize in the local competition.

Another shining example is Jacques Prefontaine of St. Pierre club. Jacques, who won first prize for his Pontiac potatoes, obtained 2,400 pounds from a planting of only 50 pounds. His dad, who did not use certified selected seed, planted 150 pounds and his yield was only 800 pounds. No doubt Jacques' dad was proud as punch of his son's achievement.

As Mr. F. J. Weir, Provincial Horticulturist, comments: "If the organization of these clubs does nothing further than to

show parents the advantages of using certified seed, that will be justified."

Much of the success of Potato Club work is due to the Agricultural Representatives in each area and the club leader who supervises the plots and does the judging.

\* \* \*

The pictures below show some of the prize winning potatoes being exhibited on the third floor at Eaton's early in October. These top-flight tubers were grown from certified seed, 50 pounds being donated to each member by A. A. Kroeker & Sons, Winkler, Man.

In lower right picture the three men at extreme right are: F. J. Weir, Provincial Horticulturist; to his left are Edward Howe, agricultural representative, Altona, Man., and H. H. Austman, the representative at Teulon, Man.

In lower left picture at extreme left are: Associate Professor E. T. Anderson, Department of Plant Science, Manitoba University; George Rempel, leader of Grunthal Potato Club, and P. S. Guenther, leader of Steinbach Potato Club.





# FASHION PREVIEW

## "The News of Fashion Is Variation"

The Eaton Fall Fashion Show for 1951 had its opening on Monday, September 24, when nearly 300 of the fashion staff were guests of the Company for one of the Grill Room's excellent dinners and a look at the newest trends in the women's fashion field.

Miss Wilma Blocher, Fashion Co-ordinator, opened the show. After a few general words on the current styles, she introduced her assistant, Miss Margaret Dowler, who was the evening's commentator.

### You Could Wear Them All

Over 75 different variations of costumes were displayed, mostly American or Canadian clothes, with a few well-tailored suits from famous houses in England and some ultra-fashionable formal gowns from Paris and London to indicate the coming trend and bring breath-taking gasps from the feminine audience.

A noticeable innovation was apparent first in the wedding gown, and carried out in a good many formals — street-length, if you please! The modern girls, particularly those of us who work for our clothes, are not prepared to lay out large sums for dresses which can be worn only once, or in the case of evening gowns, two or three times in a season, so have demanded a more wearable variation.

The daytime dresses were quite often semi-formal, street-length with net tops and a bolero or jacket of some kind to permit them to be worn from lunch time on.

### All Wool and a Yard Wide

The new fabrics for coats, suits and street dresses, Elysians and poodle cloths, were much in evidence, mostly in warm browns or the popular charcoal grey over bright woollens, curled, furry, napped or satin-smooth. Coats were either smartly fitted or modified pyramids.

The fur coats showed, of course, as always, the full-length mink, and for variation, Alaska seal in either brown or black.

(Continued on Page Eleven)

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#### Description of Pictures

- 1—Digby Morton (London) "Manhandled": red and black plaid tweed showing newer slightly flaring skirt cut on the bias of the plaid. Black velvet collar.
- 2—Norman Hartnell (London) "Jeunesse Doree": white silk tulle ball gown mounted on stiff net and taffeta with a crinoline. Bodice and skirt are embroidered with golden paillettes.
- 3—Jacques Griffe (Paris) "Agnolo": late afternoon dress in black crepe with harem drape at hips. Three-quarter sleeves cut in one with surplice bodice.

Seven



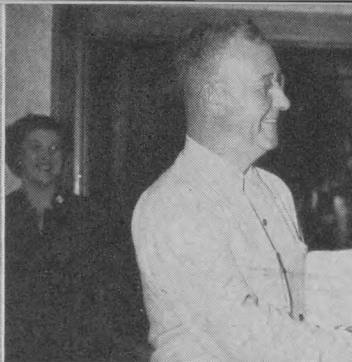
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Top Row—Left: "Mr. Toy" shows great style at ping pong. Right: Two old friends clasp hands when a memento from the staff is presented by Mr. Bob O'Brien (right), former department head, now retired.

Lower Row—Left: **"Father" and the Family** (in the Stewart living-room). Front row: J. Lindsay (head of department), R. O'Brien (retired), R. E. Stewart (supervisor), F. McKenzie (head of department, M.O.), M. Holt, J. McGee (assistant). Centre row: M. Hunt, E. Yates, J. Watson, Mrs. J. Murray (Mr. Stewart's daughter), C. McFadden, V. Steen, A. Samson, M. Yates, I. Baxter, D. Maunders, M. Brown. Back row: Mr. J. Murray (Mr. Stewart's son-in-law), J. Tassie, H. Wilson, I. Townsend, J. Walmsley, W. Notman, H. Maltman, M. Mundrick. Lower Row—Right: Joan Tassie is a charming opponent.

## "MR. TOY" GETS A SURPRISE VISIT

Staff Honours Mr. R. E. Stewart on His 45th Anniversary With Eaton's

The night of September 29 was a miserable, "drizzable" sort of night—the kind of a night to put on your slippers, sports shirt and slacks and settle down with a good book. And this is just what Mr. R. E. Stewart did—even though it was his 45th anniversary with the Company.

"Mr. Toy," as our veteran toy buyer is generally known to the trade across Canada, didn't expect any visitors to venture out into the cold, driving rain. Suddenly, however, came the tramp of many feet on his doorstep and in trooped the Toy staff shouting merrily, "Surprise!"

"Father" (as he is affectionately referred to by old timers on the Toy staff) beamed happily, dropped his novel, and the party was on.

### Tributes and Memories

After Mr. Stewart was seated in a place of honour, Mr. Fred McKenzie, head of

department, Mail Order, conveyed the staff's congratulations. He then launched into a reminiscent speech which told of his association with Mr. Stewart for over 40 years.

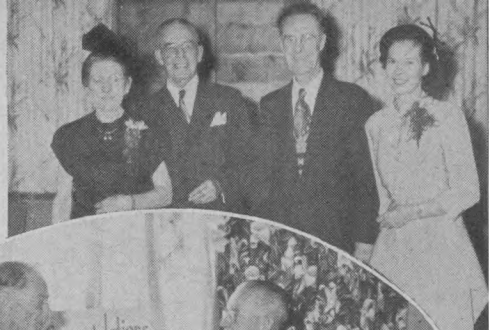
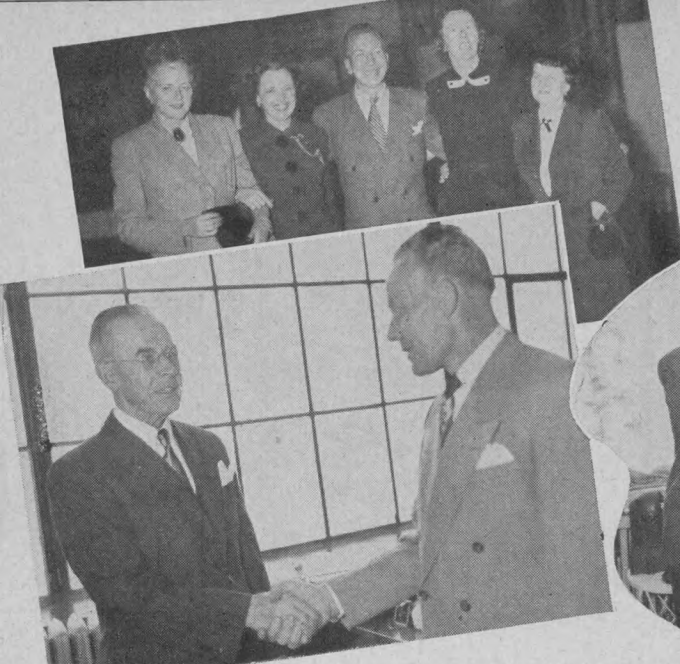
A Ballymena Irishman, young Ed Stewart had started in the M.O. Assembly pulling a basket along the floor by a string. The year 1913 found him in charge of the Toys, M.O. "A fine looking young fellow, who, in those distant days, was his own messenger, own office girl, packer, etc."

"We have been very fortunate to have Mr. Stewart," added the speaker, "a man who knows his stuff—if you go to him with a problem he will give you a decision right away."

Mr. Bob O'Brien (former head of department, now retired) added a warm tribute to Mr. Stewart with whom he had been

(Continued on Page Eighteen)





Top Row—Left: Mrs. Cliff Dermody, Miss Ellen Deason, Mr. Cliff Dermody (son of Mr. J. J. Dermody), Miss Lane Hantscharuk, Miss Anne Ridge (Eaton's, Toronto). Right: Mr. and Mrs. J. J. Dermody and Mr. and Mrs. Les Hawksley.

Lower Row—Left: Mr. Dermody is congratulated on arrival in his office by Mr. Russ Chatfield, head of department. Right: Mr. A. H. Young, M.O. Superintendent, thanks Mr. Dermody, on the Company's behalf, for an outstanding job.

### All This and a Smorgasbord, Too!

## MR. JOHN J. DERMODY HONOURED ON 40TH MILESTONE

"We think of Mr. Dermody's department as a showplace, or a 'must see' for customers who ask to visit the Mail Order." This fine tribute by Mr. A. H. Young, M.O. superintendent, brought a smile of pleasure to the face of Mr. J. J. Dermody, supervisor of the Lingerie Department, Mail Order, as on Wednesday morning, October 10, he was congratulated on completing his 40th anniversary with the Company.

The occasion was a presentation to Mr. Dermody, in the managers' lounge, of a power lathe, drill and other equipment, a gift from the executives and supervisors.

#### **Farmer John**

"Mr. Dermody is a dual purpose man," said Mr. Young. "Besides running one of the best departments in the Mail Order, he also successfully operates a miniature 'farm' of 10 acres in Charleswood on which he grows big potatoes and giant onions." Samples of these products were duly exhibited, and to Farmer John's eyes came a glint of pride.

Wires and letters of congratulation were then read by Mr. W. L. Palk from all over the Company, including one from our own general manager, Mr. R. S. McCordick, who spoke of Mr. Dermody's "outstanding record of achievement."

#### **Served Two "Life Sentences"**

"A life sentence is usually considered as 20 years," said Mr. Dermody, "well, I've served two life sentences and can't think of a more pleasant place in which to serve them than The T. Eaton Company. I thank you all from the bottom of my heart for your tolerance and good will."

#### **Department Holds Smorgasbord**

Over in the department, a presentation to their chief of more tools for the farm was made by Russ Chatfield on behalf of the staff. That evening the

Lingerie crowd also held a smorgasbord and party at the Vasalund in Charleswood. Guests of honour were Mr. and Mrs. Dermody, also Mr. Les Hawksley (whose 35th anniversary was an event of October 6) and Mrs. Hawksley, and Mr. Cliff Dermody and Mrs. Dermody.

Other guests included old timers of the department and Miss Anne Ridge of the Eaton Printing Plant, Toronto, who was a visitor to Winnipeg.

With Russ Chatfield at the controls, it was a delightfully informal evening. There were tributes to Mr. Dermody by the chairman; Mr. M. F. McKenzie, assistant; Misses Ellen Deason and Lane Hantscharuk who spoke of Mr. Dermody's capacity for friendship and agreed that he was "a grand person to work for."

Mr. Dermody was deeply touched by the loyalty and affection of his staff. He also spoke highly of Les Hawksley's fine stock keeping and was "proud to be associated with him in this anniversary gathering."

After those numerous and delightfully different dishes of the smorgasbord, a program of old-fashioned games gradually got under way—and what fun they were!



Mr. Arthur Scott



Mr. and Mrs. Charles F. Dow

## Congratulations on Your 40th Anniversary

### J. G. ARTHUR SCOTT

It was a busy day for Arthur Scott, assistant, M.O. Paints, on September 21, when he observed his 40th anniversary with the Company. Mr. Norman Forbes, supervisor, acting for the staff, presented Arthur with a 32-piece chest of flatware in the "Evening Star" pattern, and Mrs. Scott with a bouquet of roses. A continuous stream of well-wishers called on him during the day.

Arthur, who was born in Fort Providence, North-West Territories, has spent his 40 years with the M.O. Paints. During the first world war he was a bombardier with the Canadian Artillery. He is a life member of the Army and Navy Veterans.

Mrs. Scott is the former Mary Sexton of M. O. Dress Goods, and they have a daughter, Joyce Ellen.

The department also held a party for Arthur at the Greystone Arms, September 21, where he was presented with a Ronson lighter.

### CHARLES FOSTER DOW

A bluenose from Halifax, Nova Scotia, Charles Dow celebrated his 40th anniversary on September 11 when he was presented with a Mixmaster as a gift from the staff of the M.O. Packing where he has spent his 40 years of service.

Besides his time with the Mail Packing, Charles spent 18 months with the 8th Battalion during the first world war. He is married to the former Ada Scott of Mail Packing, and they have a son, Allan, and a daughter, Dorothy.

Charles is an ardent curler and a member of the Eaton Men's Curling Club, and has just returned from a very enjoyable holiday trip down east, around Ottawa way.

### PRINTING PLANT PATTTER

By M. Torrance

We are pleased to see Mr. Preston Wylie and Mr. Allan Farquhar back at work and enjoying good health again.

Congratulations to Mr. Bert Restall who completed 35 years of service with the Company on October 11.

Au revoir and good luck to Miss N. Whitney and D. Webber who are leaving the department.

Yes, Dan Cupid has been here again. This month, as a result, a very pretty wedding was solemnized in Chalmers' United Church, September 27, when Bessie Manson and Ken McLachlan were married. We wish them the best of luck and much happiness.

\* \* \*

### ELEVATOR UPS AND DOWNS

By Agnes Reese

Congratulations to Robert Morrow who recently celebrated his quarter century with the Company.

We wish a pleasant retirement to Mr. S. Taggart who left September 29 after 38½ years' service. The staff held a dinner at the Homestead on September 28, and on the morning of his departure, Mr. A. Bowman, head of department, presented him

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with a coffee table as a memento of his days at Eaton's. Good luck, Sam.

Shirley Byman left us September 29. She was married in Toronto and will make her home in Sarnia, Ontario. The girls gave her an electric clock.

The Byman name is still with us, as Shirley's sister, Joan, has joined the gang. Welcome, Joan.

Teddy Grimes celebrated his 25th anniversary October 4, when he was presented with silverware by Mr. J. Cheale on behalf of the men. Congratulations, Teddy.

### OUT WHERE MEN ARE MEN . . .

Picture shows that popular sportsman, Allan Pelkey (Men's Clothing), at right, while standing in the doorway of their hut is Harold Blessen of Nebraska, U.S.A. The boys were holidaying near Crow Duck Lake in the heart of the Whiteshell.

Allan is a member of the Manitoba Game and Fisheries and the Eaton Angling Club.







Left: Les Hawksley (left) is greeted by Russ Chatfield. Centre: Herbert Restall. Right: Elizabeth Yeddeau.

## Thirty-Five Years With Eaton's

### LESLIE J. HAWKSLEY

"Les Hawksley's pride in good stockkeeping is one of the reasons why the M.O. Lingerie Department has earned the reputation of being a 'show place' of neatness and good order." This fine tribute was paid to Mr. Hawksley by his management when, on October 6, Les celebrated his 35th anniversary with Eaton's.

Les was born away up in the frigid north at Fort McPherson, N.W.T. That's real "sourdough" country, pardner—60 miles inside the Arctic Circle—br-r-h! Mrs. Hawksley was Flora McDonald, also of 9 Department. They have two children, Charlotte and Leslie.

As a memento from the staff, Les received a mantel radio which was presented by his head of department, Mr. Russ Chatfield.

### HERBERT LESLIE RESTALL

One of the very few Monotype operators in the city, Herbert Restall of the Printing Plant, celebrated his 35th anniversary with the Company, and the Printing, on October 11.

Herbert, who was born in Winnipeg, used to be interested in soccer and enjoys curling with the Eaton Men's Curling Club. He is married and has three children, Allan, Margaret and Harry.

On the morning of his anniversary, Mr. J. Hughes, supervisor, and Mr. Len Wimble, head of department, called around to congratulate Herbert on achieving his 35 years. He says he has known "nothing but the best" from the Company and his fellow workers during his length of service.

### ELIZABETH (Nettie) N. YEDDEAU

At the crack of dawn, well anyway it was a quarter to eight on the morning of September 28, 50 hardy souls from the Books and Stationery gathered at Moore's for breakfast in honour of Miss Nettie Yeddeau, who was celebrating her 35th anniversary with the Company.

On behalf of the staff, Mr. S. C. Florence, head of department, presented Nettie with a mantel radio with thanks for the loyal and faithful service Miss Yeddeau has given at the fountain pen counter. Mr. Florence read a wire of congratulations received from Mr. W. Bucham, supervisor, who was absent on account of illness.

During the day a host of friends called to offer their congratulations and present Nettie with gifts.

### 1921—Thirty Years With Eaton's—1951

MR. JAMES KINLEY

(Jewellery Repairs) .....October 20

MISS MARGARET STAINES

(Fancy Goods Workroom).....October 20

### Welcome, Little Stranger!

With the arrival of wee David on Thursday, September 20, Gus Brownrigg (Furniture) and Mrs. Brownrigg now have four fine sons. Mother is the former Phyllis Chambers (Home Furnishings). Congratulations, Gus and Phyl!

## FASHION PREVIEW

(Continued from Page Seven)

### New Colours in the Rainbow

The suits were quite often odd combinations of colours in a very fine over-all check over tweed that created unique colours when seen from the distance. Two examples were the lovely "Manhandled" by Digby Morton of London, red and black plaid tweed, and Hardy Amies' "Raceform," cyclamen-checked grey Cumberland tweed. Suits had either the popular sheath skirt or the new bell skirt with its own crinoline.

The more formal dresses were in taffetas, moires and velvets, satins and bengalines, a number of them, too, were brown. Nearly all had covered shoulders and the new very low décolletage. Velvet is still fashion news as suits, coats, dresses, or simply as a trim.

All in all the show demonstrated the trend towards a more practical, wearable collection of lovely clothes for everything from everyday woollens to the wedding gown for her big moment.



## Welcome to the Quarter-Century Club

### ① NORMAN STEPHEN

"It is always a pleasure to recognize long-service anniversaries with our Company—but doubly so when it's the quarter-century anniversary of a man like our good friend Norman Stephen."

The speaker, Mr. Arni Arnason, Delivery supervisor, was addressing Eaton drivers who gathered before delivery time on Wednesday morning, October 3, to honour Norman Stephen who was away for his anniversary August 16.

In presenting Norman with a trilight—a quarter-century memento from the staff—Mr. Arnason spoke of driver Stephen's splendid record with the Company. He also mentioned Norman's outstanding war record during which he was awarded the German Franco Star, Italian Star and Defence of Britain Medal.

An Aberdonian by birth, Norman is married and has two children, Winnifred and Gordon.

### ② KATHERINE THORNHILL

Section head of the stamped linens in the Fancy Goods Department, Kitty observed her quarter-century anniversary on September 16, but as she was on her holidays at the time she was presented with

a Solar gold wrist watch as a gift from the department on her return. Many old friends from Store and Mail Order dropped in during the day to wish her many happy returns and add to her pleasure on the occasion.

A smorgasbord supper was held at Vasalund's for Kitty on October 23, when about 25 members of the staff turned out in her honour.

Kitty was born in Somerset, England, and is fond of travelling and knitting.

### ③ MARGARET COPELAND

As she was going on a holiday trip to visit relatives in the Old Country on September 16, the date of her anniversary, Margaret (or "Madge," as she is better known) was entertained by the staff at the Winnipeg Flying Club on the night of August 31, when about 50 members of the Hardware Department gathered and presented her with a figurine.

The morning of August 31, Mr. K. M. Chalmers, head of department, presented Madge with two place settings in sterling silver as a gift of the staff.

Madge started with the Company in the Stationery, later moved to the M.O. Draperies and from there to the Hardware where she has been ever since.





## Welcome to the Quarter-Century Club

### 4 BERTRAND L. LUNT

Another member of the Basement Men's and Boys' Clothing, Bert Lunt, joined the Quarter-Century Club on September 16. On behalf of the management and staff, Mr. M. L. Tasker, group manager, presented Bert with a Cory electric coffee maker along with best wishes.

Bert has been with the Basement Men's and Boys' Clothing for the last nine years. His previous service was with the Receiving Room staff and the Elevators.

### 5 DAVID MACKIE

If a popularity vote were taken in "these here" parts, it's our guess that Dave Mackie, assistant in the M.O. Hardware, would be right there in the front row. Dave, who celebrated his quarter-century with Eaton's on September 17, is a 100% Eatonian 24 hours a day. That's because his "extra-curricular" activities are mostly devoted to furthering practically all the sports on the Company's recreational program.

Dave likes people, likes helping them to enjoy themselves. President of the big Eaton bowling

league, he's also membership chairman of the Men's Curling Club and active in baseball. A strong believer in the citizenship building value of community club work, he was the first president of the Glenwood Community Club.

David Mackie is an Aberdonian Scot by birth. Joining Eaton's, he spent 3½ years with the M.O. Hardware before transferring to the M.O. Advertising in which department Dave spent 21 valuable years. Six months ago he returned to his initial department with the rank of assistant.

A 4½-year stint during world war two further showed Dave's ability to get along with people when he rose to the rank of Company Sergeant-Major with the R.W.R. overseas.

Mrs. Mackie was Christina Pringle, at one time with the Toy Department, and they have a daughter, Gail.

To mark Dave's quarter-century, the Hardware staff presented him with a lazy boy easy chair. The M.O. Ad's memento was a mantel radio, while a surprise party descended on Dave's home during which Mrs. Mackie received a lovely bouquet.

## Welcome to the Quarter-Century Club

[See Pictures on  
Pages 12 and 13]

### ⑥ RON D. PARKER

Not one, not two, but three celebrations marked the quarter-century anniversary on September 20 of Ron Parker, head of department, Expense Office.

Supervisor Harold Steele had some nice things to say about his lieutenant. It seems that Ronald Delmore Parker is a Manitoba product. He started with Eaton's in the Mail Order, later spent five years with the Sales Audit from which he joined the Expense Office, and "is now my very able head of department," said Mr. Steele.

Ron was then presented with a load of "loot" from the Expense and Sales crowd—a Sheaffer pen and pencil set, a lovely table lamp and a Val-Pak travel case. The toy train nestling among a batch of congratulatory messages and gifts on Ron's desk, explained Mr. Steele, was by special request of David, Ron's small son, "so that daddy will leave mine alone."

Very happy about the whole thing, Ron spoke of the "good boss, the good staff and the good friends" that had contributed so much to his pleasant years with Eaton's.

A surprise party at the Parker home that evening was another highlight, when Mrs. Parker (the former Marjorie Ewing, General Office) received a lovely bouquet which also delighted daughter Diane.

Finally came a stag party at Moore's when 60 friends honoured Ron Parker, golfer, curler and all-round good fellow with the gift of a camera and flashlight equipment. Nice shooting, pardner!

### ⑦ LOUISA WHITE MAUGHAN

A past president of the Eaton Women's Curling Club, a member of the Eaton Women's Golf Club, a charming chairman and a lovely soprano voice are Louisa's claims to distinction (although the modest Louisa will be the last to admit it).

A Scot from Methil, Fifeshire, when she entered the Quarter-Century Club on September 27, Louisa was presented with a set of luggage by Mr. Weldon Neelands, supervisor, as a gift from the Wages Office where she has been for the last 20 years. Her first five years were spent with the Grocery Department.

Miss Maughan was also guest of honour at a party held at the home of Ruth Bardal, where she was presented with a camera.

### ⑧ ROBERT (BOB) BROWN

Bob ("MacNamara's Band") Brown, jovial head of department, Furniture, Mail Order, joined the Eaton Quarter-Century Club on September 27, and the ovation given him by his associates and friends will be a happy memory down the years.

Over 100 attended a dinner held that evening at the St. Charles Hotel in honour of Mr. and Mrs. Brown. Supervisor W. G. Thomson presided and, besides the guests of honour, with him at the head table were Mr. D. S. McKellar, Mr. and Mrs. Tommy Dodds, Mr. W. G. Patterson, Edmonton Store; Mr. J. R. Scott (retired), and Mr. Alex McDonald.

Chairman Thomson read a thick batch of congratulatory messages. "Bob's warm smile and melodious voice were always an asset on a busy day," reminisced one distant well wisher.

After lauding Bob Brown as an Eatonian and grand fellow and paying a gallant compliment to

Mrs. Brown, Chairman Thomson presented him with a posh-looking travelling case on behalf of those present. In a brief but warm-hearted response, Bob paid tribute to the many who had helped him over the years.

Among those contributing to the evening's song-fest were Bob Dudley and his violin, Tommy Dodds, Hughie McVey, Sam Easton, not forgetting the golden tenors of Bob himself, and supervisor Bill Thomson.

Dancing ended a grand evening for the Belfast-born Robert John Brown and wife.

### ⑨ ISABELLA NEIL

A wee lass from the bonny braes of Scotland, Isabella Neil, genial guardian of the Infants' Shoe Shop, celebrated her 25th anniversary with the Company on September 27.

Born in Paisley, Isabella started her career with the Children's Shoes and has remained there for the full 25 years.

On the evening of her anniversary, Isabella was entertained at a staff gathering at Bea Kenyon's home where Mr. Norman Phillips, head of department, presented her with a fur neck-piece as a gift from the staff.

Isabella is at present on a holiday trip to the United States. She is fond of handicrafts and reading.

### ⑩ ALBERT STANLEY SMITH

"P.S. Everyone showed up for work next morning," came at the end of a report on Stan Smith's anniversary party held September 27 by the staff of the M.O. Men's Clothing. First, there was a dinner at the Homestead where Mr. E. Martin, supervisor, thanked Stan for his loyal service, then the staff moved on to the home of Jack McCay, head of department, where they sang and danced.

Stan, who has apparently been waiting for his Big Day for 25 years, was presented with a mantel radio as a gift from the staff through the agency of Mr. Jack McCay.

Bowling in the winter time and fishing at his summer home in the Whiteshell Reserve are Stan's interests outside the Store. He is married and has two children, Vernon Stanley, with the Canadian Bank of Commerce, and Norma, Mrs. E. Ferguson, of Montreal.

### ⑪ VIOLA B. TAYLOR

Vi spent a very happy day on September 28 when many old friends came to wish her many happy returns of her 25th anniversary with the Company and the M.O. Men's Shoe Department.

Mr. L. W. Houston, group manager, presented her with a mantel radio on behalf of the staff and expressed his sincere appreciation of the loyal support she had given the department for 25 years.

Leading Wren Vi spent two years as a coder with the W.R.N.S. and served in Newfoundland during the second world war.

### ⑫ ERNEST GEORGE HILL

Captain of the Brooklands Volunteer Fire Department, Ernie Hill naturally found an ancient fire extinguisher on his table the morning of his quarter-century anniversary, September 28. The real gift from the M.O. Packing, where he has spent his 25 years, was a power saw.



Ernie, from Sheffield, England, was in the R.C.A.F. for a year during the first world war, and is interested in community club work, motoring and shooting.

The former Charlotte Whitlock of the Staples, is Ernie's wife; a daughter, Alice, is with the M.O. Salesroom, and a son, Earle, was with M.O. Men's Clothing before joining the air force. Another son, Walter, completes the family.

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**GLADYS McLEAN**

Needless to say, the tartan was in evidence on the desk decorations when Montrose-born Gladys celebrated her quarter-century anniversary on September 28. The gifts from the Floor Coverings staff were a bouquet of 25 red roses and a travelling bag, presented by Mr. D. Howat, assistant. The girls also gave her a travelling clock.

As a group of western store men were in town, they attended Gladys' anniversary party held at the St. Vital Legion Hall, September 24. Other friends helped to swell the number of guests to the 100 mark. During the evening Gladys was presented with a clock radio as a gift.

Gladys is a member of the Business and Professional Women's Club, XANA branch.

14

**CYRIL JOSEPH THORNE TAYLOR**

Building model railroads is the unique hobby of Cyril Taylor (M.O. China) who entered the Quarter-Century Club on September 29. Mr. V. Dancer, supervisor, presented Cyril with a mirror and a tent as gifts from the staff.

Besides his railroads, Cyril is very active in church and Sunday school work. He attends Ebenezer Gospel Hall.

Cyril is married to the former Katherine McLeod of the City Ads. They have two children, Lois Euphemia and Ross Thorne.

All of Cyril's service has been spent in the China Department except for three years with the R.C.A.F. during the last war.

15

**EDWARD JAMES GRIMES**

No doubt Ted's experience as a leading stoker with the Royal Navy for five years during the first world war helped him get in training for the job he has been doing with Eaton's for the last 25 years, maintenance and operation of elevators.

Ted celebrated his quarter-century anniversary on October 4 when Mr. J. Cheale, acting for the Elevator staff, presented him with a case of flatware.

Ted is married and has a son, Gordon with the M.O. Contracts, and three married daughters, one of them, Evelyn Edmunds, was with the Photo Workroom. There are five Grimes' grandchildren, Frankie, Carol, Barbara, Beverley and Bobby, and a young Johnston, Cheryle.

16

**GWENDOLYN CLARK**

A corsage of roses and mums and a wrist watch were presented to Gwen on her 25th anniversary with the Company, October 6, from the staff of the Girls' Wear and Millinery where she is assistant.

Gwen was also guest of honour at a breakfast party held at Moore's by the staff on Friday, October 5, where she received a Coalport ornament. Miss Clark is a native of Tonawanda, New York.

**Arthur Hammond Honoured at Moose Jaw**

The quarter-century celebration on August 16 (actual anniversary date, August 23) of Mr. Arthur Hammond, assistant Store Manager at Moose Jaw, will be of interest to many Winnipeg Eatonians.

Before going to the Saskatchewan City, Mr. Hammond was with Winnipeg General Office for 15 years.

"Prairie Breezes" tells of a buffet supper held in honour of Mr. and Mrs. Hammond at the Grant Hall Hotel and the high jinks thereof. Presentation of a set of golf clubs followed.

Admiring the buoyant spirit of Mr. Hammond as they do, Winnipeg friends realize it must have been a wonderful evening. Congratulations and many happy returns!

17

**MAY RITA VINCENT**

The Shirt Factory, where May has been for her 25 years of service, helped her to celebrate on October 6 by presenting her with a coffee table and a train case.

May, who is interested in needlework and all kinds of handicraft, was born in Winnipeg.

18

**TUDOR DAVIES**

The staffs from the Freight Transport and Delivery gathered the morning of October 6 to honour Tudor Davies whose 25th anniversary with the Company was an event of October 7.

Mr. Albert Tisdale, assistant, presented Tudor with a travelling bag, a gift from the staffs of 151, 157, 171 and 181, and said that it was his earnest hope that the new Quarter-Century Club member might have many more happy years with us.

Tudor was 19 years with the Delivery Department before moving to the Freight Transport and spent five years with the 12th Manitoba Dragoons during the second world war. Mary Ingram, formerly of the Foodateria, is Tudor's wife.

19

**JOHN KERBY**

"The nicest kept apartment in the block," is a caretaker's tribute to bachelor Jack Kerby's house-keeping abilities. "Jake," as he is better known to his host of friends, joined the Quarter-Century Club October 14 when Mr. Bruce Sutherland, supervisor, Sales Office, presented him with an easy chair on behalf of the staff.

A dinner at Moore's was also held in Mr. Kerby's honour on the night of his anniversary. Born in Petrolia, Ontario, Jake's first love is music and he is organist at Trinity Baptist Church.



## ... AND THE GREATEST O

### Sponsors Are Ready to Welcome and

An employee's best security is the success of the company, not for whom he works, but WITH whom he works. As Sherlock Holmes would say: "That's elementary, my dear Watson!"

Success in the department store business means taking care of the largest number of people and their material needs in the best possible way. This is an objective only to be achieved when a store establishes an atmosphere of friendliness and good service that makes the customer say: "I like this place, I want to buy here!"

Once again this great Christmas store of ours is filled with beautiful gift merchandise, and our regular staff of 8,000 loyal Eatonians is ready to rise to the occasion—ready to accept the strenuous days ahead with promptness, cheerfulness and exceptional efficiency. But their ranks are swell-

Assistants' President Elmer Freeman presided. The following panel of speakers addressed these meetings on the problems of Christmas service and how to tackle them: Mr. W. B. Pickard, Store superintendent; Mr. A. H. Young, M.O. superintendent; Mr. A. D. MacDonell, Staff and Welfare; Mr. Jim Johnston, M.O. Operating, and Miss Ruth Spurway, Educational Department.

Speaking from the depths of long experience in management and training, they gave the sponsors many valuable suggestions.

To quote but a few:

- As assistants and sponsors, you can only make progress and promotion by being able to build up the people under your supervision. Thus, if you are called away, your department will be left in smooth working order.

### SOME PROBLEMS OF CHRISTMAS SERVICE

- Educational work in departments should be co-ordinated. It isn't sufficient for the timekeeper to direct new employees to their departments, saying: "See Mr. Jones," who turns them over to Mr. Kelly and so on. The assistant or chief sponsor should welcome them, make them feel at home, and follow through.
- Check the ability of the new salespeople—spend time in teaching them. Patience is all-important.
- You must have the courage to pick up difficulties that may occur in your department and the knowledge to find the remedy.
- Have courage to do things even if you make mistakes; by our mistakes we learn.
- Idle hours add to the cost of doing business. Show the new employees how to keep busy and useful—they'll be happier, lose any feeling of inferiority.
- One telling is not enough—tell them—show them—watch them! Then review your training methods till they get results.





## T OF THESE IS PATIENCE!

### and Guide the "Christmas Extras"

ing daily and soon there'll be many hundreds of new faces around us—most of them eager, willing, but bewildered and inexperienced Christmas extras!

Welcoming and guiding these new people is primarily the responsibility of management . . . but it became too big a job, and so our Christmas Sponsors project was finally organized by the Assistants' Association.

Today our Sponsors in Store and Mail Order number 450. The splendid effect of the work they are doing is seen each year in the smooth running of their departments—nor do we forget the fine support given them by all ranks.

Both Mail Order and Store Sponsors were "briefed" for the 1951 Christmas season and received their Sponsor emblems during dinner meetings of the Assistants' Association held on the evenings of October 5 and 12 in the Grill Room.

### SERVICE AND HOW TO TACKLE THEM

- Patience, interest, friendliness, endurance—all are necessary in getting new people started off right. A little extra time will bear fruit.
- High cost of living forces people to more careful shopping—assistants and sponsors, therefore, have a more careful job to do.

- Some 2,000 extra people will come to work with us this Christmas Season. If they go home and say they enjoyed the experience because of your patience, thoughtfulness and friendliness — we will all be happier ourselves in the good fellowship we've created—the true Christmas Spirit!

#### ABOUT THE PICTURES

In the pictures above, the sponsors caught by the cameraman receiving their emblems are but a few of the 450 Eatonians delegated to welcome and guide the many hundreds of "Christmas extras" in the coming weeks.

Top row: 1—Sponsor Betty Amell. Left to right in picture: Mr. W. B. Pickard, Store superintendent; Lloyd Waddell, chairman Store Sponsors' committee; Mr. A. D. MacDonell, supervisor, Staff and Welfare. 2—Sponsor Harold Stephenson. 3—Mr. A. H. Young, M.O. superintendent. 4—Mr. Jim Johnston, supervisor, M.O. Operating.

Centre row—left: Sponsor Nancy Bennett is greeted

by Mr. Pickard. Circle—Miss Ruth Spurway, Educational Department, tells of sponsor training. At left: Elmer Freeman, Assistants' president; right: Lloyd Waddell and Secretary Herb Graham. Next picture shows the "Ashpit Four" quartette, from grand "opry" to rural rhythm. Next is a random group of M.O. sponsors, left to right: Jack Course, Cyril Taylor, Jack Pidgeon, Lane Hantscharuk, Syd. Lentle, Enid Snell, Hazel Tarry, Peggy Begg, Helgi Johnson, Ellen Deason and Bill Stewart.

Lower row—left: Sponsor Tom Milroy is warmly greeted by Mr. Pickard. Right: The talented Gross children delight with impersonations.



Harry J. Rajotte



Samuel Taggart

## SO LONG, OLD TIMERS!

**Good Health and Happy Years of Well-earned Relaxation  
To These Former Eatonians**

HARRY J. RAJOTTE (Engineers) retired September 29 after 32 years with the Company. Mr. A. Murray, supervisor, presented him with a torchere as a gift from the department and he received a mantel radio from the gang at a party held September 28 at the home of Mr. Cooper, Enfield Crescent. Harry has made a host of friends who will miss his friendly, obliging personality.

SAMUEL TAGGART (Elevators) was presented with flatware by Mr. J. Cheale, acting for the men on the staff, when he retired September 29 after 38 1/2 years with the Company. Mr. A. Bowman, head of department, presented Sam with a coffee table as a departmental gift. He was also guest at a dinner party at the Homestead where 63 members of the department met in his honour.

Mr. Alex Murray, supervisor, spoke of the wonderful job Sam had done for the Company, and Agnes Reese, speaking for the girls, said how much the entire staff would miss Sam.

PETER MACDONALD (Men's Clothing) (no picture) retired September 26 after 11 years' service. Mr. E. Martin, supervisor, presented him with a travelling bag as a gift from the staff.

## "MR. TOY" GETS A SURPRISE VISIT

*(Continued from Page Eight)*

associated for four decades, through good years and difficult ones. On behalf of the staff he then presented "father" with a mantel radio.

**"My! How the Child Has Grown!"**

Responding, Mr. Stewart said he had been privileged to see Winnipeg grow up from a frontier town to a metropolitan area. Touching on the great development of our Company during that time, he thanked the staff, past and present, for their loyal support which had made his 45 years with Eaton's such pleasant ones.

**Dean of the Toy Trade**

A big batch of congratulatory messages

was then read by Jim Lindsay, head of department, Store. Many of these referred to Mr. Stewart as "Mr. Toy," "Dean of the toy trade in Canada," or "Father Stewart" in recognition of our hero as senior Toy buyer in the Dominion.

A delightful social evening followed, with Mrs. Murray, daughter of Mr. Stewart, acting as hostess.

The piece de resistance was a buffet supper which all agreed was simply out of this world!

Now, as our Toy Department prepares to zoom into its Christmas proportions, we add our congratulations and good wishes to "Mr. Toy."



# Eaton's Mixed Five-Pin Bowling League

## PIN-BOY CHATTER

By Ewan McFadyen

With six weeks of play tucked away, our Eaton bowlers are starting to roll. The scorekeepers are doing a wonderful job in keeping us posted on their respective divisions, our only regret being that we haven't the space to squeeze more personalities into this column.

October 30 is the night we can cut down on the food budget by winning a turkey in the annual shoot, so best of luck, guys and gals, in your efforts to snare a bird. Scores rolled on this night will also determine our representatives for the Ruth Bannon Memorial trophy and the Charles R. Gibson competition. We are allowed ten girls' teams and seven men's teams in these events, which take place December 1.

As of October 9 the Queen of the Bowlers is Mrs. D. Quinn with a terrific 361; other women shot specialists were Nita Miller with 335, Vera McCaw, 295; D. Wicklund, 270; Mildred Duncan, 303, and Millie Barker, 275.

The bowling King crown rests upon E. (Jumbo) Westman who copped it with a 349. Other high scores included Bill Robertson, 305 and 304; George Bennett, 315; George Huntington, 313; Bob McQuarrie, 305; Jack Collett, 329, and Bill Marshall, 306.

*Division One*—Jack Collett's Jay Dees are tied with Bill Adams' Sparklers for the top notch of this division. Nomads and Set-Ups are two down, and Winsomes and Merrimacs are three down.

Nita Miller had two fine scores, 749 and 700. Other top girls were Joan Mortimer, 628; Vera McCaw, 667; Gladys Morris, 652; Mildred Duncan, 649, and Marg Jones, 619. Bill Robertson topped the men with 782, followed by Ernie Wall, 708, and Siggy Sigvaldason, 706.

*Division Two*—Lorne Jackson's Outlaws are one up over Monchak's Wiggetts with 13 wins and only five losses, and Saunders' Lafalots are right in there with 11 wins for third place with the Drivers just behind with 10 wins. Drivers chalked up a 3,000 game when their big guns, Ed Anderson shot 753, Al Inglis, 679, and Edith Hull, 632.

Other high scores were George Bennett's 759, Bill Maskell's 714, and Donna Ducharme's 716.

*Division Three* — Lloyd Waddell's Roughriders dominate this division with 14 wins and four losses. It just shows what you can do with a past president on your team. Bob Stacey's Eagles are next with 11 wins. George Niven's Majors and Cy Napier's Five Spots are in the third slot with 10 wins.

Top girls were D. Chambers, 636; I. Daniels, 605; M. Kunz, 605; M. Munson, 608. (We should like to know their first names, Bobby, how about it?)

Frank Frampton topped the men with 726, George Robinson rolled 712, Cy Napier, 710, and Lloyd Waddell's consistent scores of 681, 625 and 618 didn't do his team any harm.

*Division Four*—The Panthers, captained by N. Henry, are in the lead with 12 wins and six losses, followed by Crosley's Zeros' and Westman's Fixers'

11 wins, seven losses. Torbett's Peepers are holding down third place with 10 wins, eight losses. Dot Martin's 723 and Margaret Scott's 729, were best for the girls, while Irene Miller's 641, Bess Valentine's 631, Jean Solylo's 647 rate honourable mention.

"Jumbo" Westman was the best of the men with a booming 811 (who says size doesn't count?), Bob McQuarrie rolled 747, Stan Olsen, 683, and Bill Hogg, 681.

*Division Five* — The teams in this division are bunched closer together than customers on a flier day. Grant's Busy Bees are tied with Stuart's Mazumas for top place. One game down are Aldon's Money Bags, and in third place a three-way tie between Shiedow's Stampeders, Huntington's Zipers and Joyce Green's Raiders.

Christine Mickoski showed the girls the way with 684. Others include Chris Kimbers, 590; Frances Speir, 583, and E. Milne, 582.

Huntington's 801 and 739 were the best three of the men, followed by Albert Gable, 744; J. Thorpe, 696; J. Blythe, 666; Bill Reid, 661 and 653; R. Wicklund, 654, and B. Steed, 641.

*Division Six* — The 29'ers are the big guns of this division with a team average of 854. They have only lost five games and are one game up on Hill's Hillbillies. Graham's Nationals are tied with Percy Smith's Westerners for third place.

Hilda Sim is away out in front of the girls with 750, and Flo Paget and Millie Barker (both 29'ers) rolled 622 and 617, respectively.

High men include E. McFadyen, 711; Harry Evans, 652; Percy Smith, 620; Stan Smith, 619, and "Mac" McAlpin, 609.

*Division Seven*—The 61 Mail team, Vikings, captained by E. Olien, head this division with 14 wins and four losses, followed by Sterling's Tryhards, Lemmen's Meteors and Tummon's Trotters.

Mrs. D. Quinn's 720 was the best effort of the girls, while right behind were Ruth Evans, 643 and 625; Elizabeth "Jolson" Mills, 639; Marion Parker, 639; Joyce Lowe, 606; Bette Davis, 603.

Johnny Lemmen was the best of the men, 722 and 715. Jim Reid followed with 615, Maurice Jones, 612; Jim Sterling, 612, and Bill Southwood, 600.

*Division Eight*—Lloyd Waggoner's Cello-Wraps are away ahead with 15 wins out of 18 starts. Incidentally they won all three games on September 25, October 2 and October 9, which must constitute some sort of a record. Three sweeps in a row is some bowling! Graham's Maple Buds are second. Syd Day's Tender-Knits are third. Bev Youngson's Flying Imps, Jim Cooper's Sharks, Del Dobbin's Jets are all tied for the fourth spot.

Scores of note among the girls included Margaret Taylor, 243 (596); S. Haney, 263, and V. Campbell, 530.

Bill McIlvenna rolled 275 (620); Alec Stratton, 234, and J. Bydak, 655.



## FINAL FLIGHT FOR FIFTY-ONE...

To see Manitoba at its loveliest, take a stroll over Elmhurst golf links on an autumn afternoon when the trees are a riot of colour and our own Eaton golfing gals deck the fairways with smiling youth and beauty!

On Wednesday afternoon, September 19, several busloads from the Eaton Women's Golf Club descended on Elmhurst for their season-end wind-up. Under the direction of President May Mackay, Handicap Chairman Isobel Hanna and

### DESCRIPTION OF PICTURES ON THIS PAGE

Top row—left: Winner of "B" Class, Gladys Morris is presented with the MacDonell trophy by Mr. A. D. MacDonell. Right: Champion Vi Ainge is presented with the A. H. Young trophy for "A" Class by Mr. Jim Johnston.

Second row—left: Mr. Sam Fleming, Meb's Golf prexy, presents low gross awards to Eileen Elvers and Anne Joss. Centre: The Scrivener championship trophy is presented to Vi Ainge by Mr. Graham Scrivener on behalf of Mr. and Mrs. B. C. Scrivener. Right: Mr. W. L. Palk presides over the "take-your-pick" prizes as Frances Sadler and Doris Slack, high gross winners, come up for theirs.

Third row—left: Acting for Mr. C. A. Campbell, Tom Humphreys presents the Campbell trophy and prizes to Chris Moskowsky (in absentia). Centre: Dot Hunt and Mary Moore, low gross winners, receive awards presented by Sam Fleming. Right: Madam President May Mackay welcomes the guests.



## *Girl Golfers Accent Beauty of the Autumnal Scene*

committee, the girls had a perfect day of golf and fun on the fairway. Nor did a short rain shower dampen their enthusiasm as they ducked for cover under nearby trees or rode it out in their stride. After nine holes of golf, the girls also enjoyed driving, putting and hole-in-one contests.

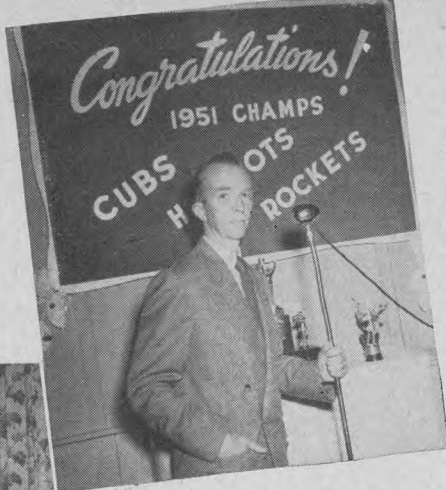
Then came the famous Scalena steak dinner, prizes and a sing-song with Holt Boyd at the piano.

Honoured guests were Mr. Bill Bickell, Elmhurst's genial president; Messrs. A. D. MacDonell, W. L. Palk, Jim Johnston, Graham Scrivener and Sam Fleming, who presented the various trophies and prizes.

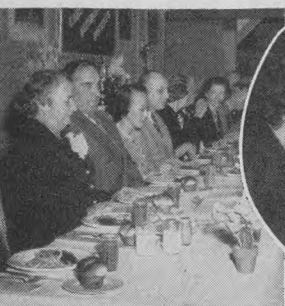
Champion Vi Ainge, who also won the "A" Class, received a great ovation. Petite Vi was presented with the Scrivener trophy by Mr. Graham Scrivener, son of Mr. and Mrs. B. C. Scrivener who were out of town, and the A. H. Young trophy by Mr. Jim Johnston.

In thanking Mr. Bickell for the hospitality always enjoyed by Eatonians at Elmhurst, Mr. Palk also spoke of the vision of the late Sir John Eaton and the kindness of the Company in making such outings possible—a sentiment that was echoed in the hearts of all present.





For Description of Pictures  
See Facing Page



# EATON'S "LITTLE WORLD SERIES"

## 165 Attend Baseball Wind-up and Dance

Another highly successful season of baseball has come to an end. The banquet and dance held at "The Club Copacabana" on Friday evening, September 28, was attended by a merry crowd of 165 Eatonians. Head table guests were Mr. and Mrs. W. L. Palk, Mr. and Mrs. A. D. MacDonald, Mr. and Mrs. Tom McBryde, Mr. and Mrs. T. M. Miller, Mr. H. D. Barbour, Recreational Director, City of Winnipeg, and Mrs. Barbour; Mr. and Mrs. J. Young, Miss Dorothy Chambers, Mr. Walter Scott (past president), and Mr. and Mrs. Bill Hurlburt.

President, Mr. Johnny Young, welcomed the honoured guests. He also thanked all who gave so much of their time to make this baseball season a big success. President Johnny then introduced Mr. W. L. Palk who reviewed briefly what the baseball committee had undertaken this year and extended thanks to Tom (Blue Bomber) Casey and Harry Small for taking charge of the school. He was sorry, said Mr. Palk, that these great sportsmen had been unable to attend the banquet. A tribute also went to Mr. Harold Barbour for his co-operation at Sargent Park.

### Presentation of Prizes

Mrs. Palk presented the trophy to the Hotshots, winners of the Girls' "B" Division; Mrs. MacDonald presented the cup to the Cubs, winners of the Girls' "A" Division, while Mr. MacDonald made the presentation to the Rockets, cup winners in the Men's Division. Finally, Mrs. Frank Heath presented the Bill Clay trophy to Miss Millie Ritchie, the most valuable player.

The sing-song was led by Mr. Lorne Jackson with Mr. Holt Boyd at the piano. The evening was rounded off with a dance and everyone thoroughly enjoyed themselves.

On behalf of all the baseball executive, we wish to thank Messrs. Palk, MacDonald, McBryde and Miller for their grand support. We hope to see them all out again next year.

\* \* \*

### Corrections in Girls' "All-Star" Selections

1st Base—ELSIE KUNZ.....	Cubs
2nd Base—DOT MARTIN.....	Royals
3rd Base—BETH JAMIESON.....	Imps
R.S. Stop—PEARL DAWSON.....	Cubs
L.S. Stop—JEAN DAVIDSON.....	Cubs
L. Field—ARLENE BENSON.....	Cubs
C. Field—EILEEN BELL.....	Cubs
R. Field—SHIRLEY McPHEE.....	Imps
Catcher—MILLIE RITCHIE.....	Imps
1st Pitcher—SYLVIA ARMSTRONG.....	Cubs
2nd Pitcher—EDNA JOHNSON.....	Royals
Coach—FRANK THOMPSON.....	Imps
Coach—TED BLACK.....	Royals
Manager—FRANK HEATH.....	Cubs

—Bill Clay and Dot Martin

\* \* \*

### Description of Pictures on Facing Page

Top Row—Left: Mr. President has a few things to say. Right: Cross section of players and friends during the sing-song.

Second Row—Left: Holt Boyd, pianist, and Lorne Jackson, song leader, at mike. Centre: Mr. A. D. MacDonald presents the cup to the Rockets' manager, Bob Clarke, while Coach Jones looks on. Right: Mrs. A. D. MacDonald presents trophy to the Cubs' manager, Frank Heath. Captain Jean Davidson is very happy about it, too.

Third Row—Left: Left to right, Mrs. H. D. Barbour, Mr. H. D. Barbour, Parks' Board; Mrs. T. M. Miller, Mr. T. M. Miller. Centre: Mrs. W. L. Palk presents the prizes to the Hotshots' manager, Jack Fry, with acting captain Doreen Parker, assisting. Right: Mrs. F. J. Heath presents the most valuable player cup to Millie Ritchie, catcher of the Imps. It was a very popular choice as Millie is a fine player and well liked by all.

Fourth Row—Left: The Girls' Division Champs, the Cubs. Right: The Men's Division Champs, the Rockets.

Fifth Row—Left: Right to left, Mrs. W. E. C. Hurlburt, Miss D. Chalmers, Mr. W. Scott, Mr. A. D. MacDonald, Mrs. A. D. MacDonald, Mrs. J. Young. Centre: The Girls' "B" Division Champs, the Hotshots; on the left, Chief Umpire Jack Moore and Mrs. Moore. Right: Our good friend, Mr. W. L. Palk, has a few words to say, and are we ever ready to hear him!

### Toy Department, A.D. July, 1913

Front row—left to right: Miss A. Cantwell, Miss E. Jones, R. E. Stewart, Miss J. Warwick, Miss K. McIvor.

Centre row: R. O'Brien, C. Hale, Mrs. R. O'Brien, Miss C. Mickelson, Mrs. N. Smith, Mrs. C. Hale, F. McKenzie.

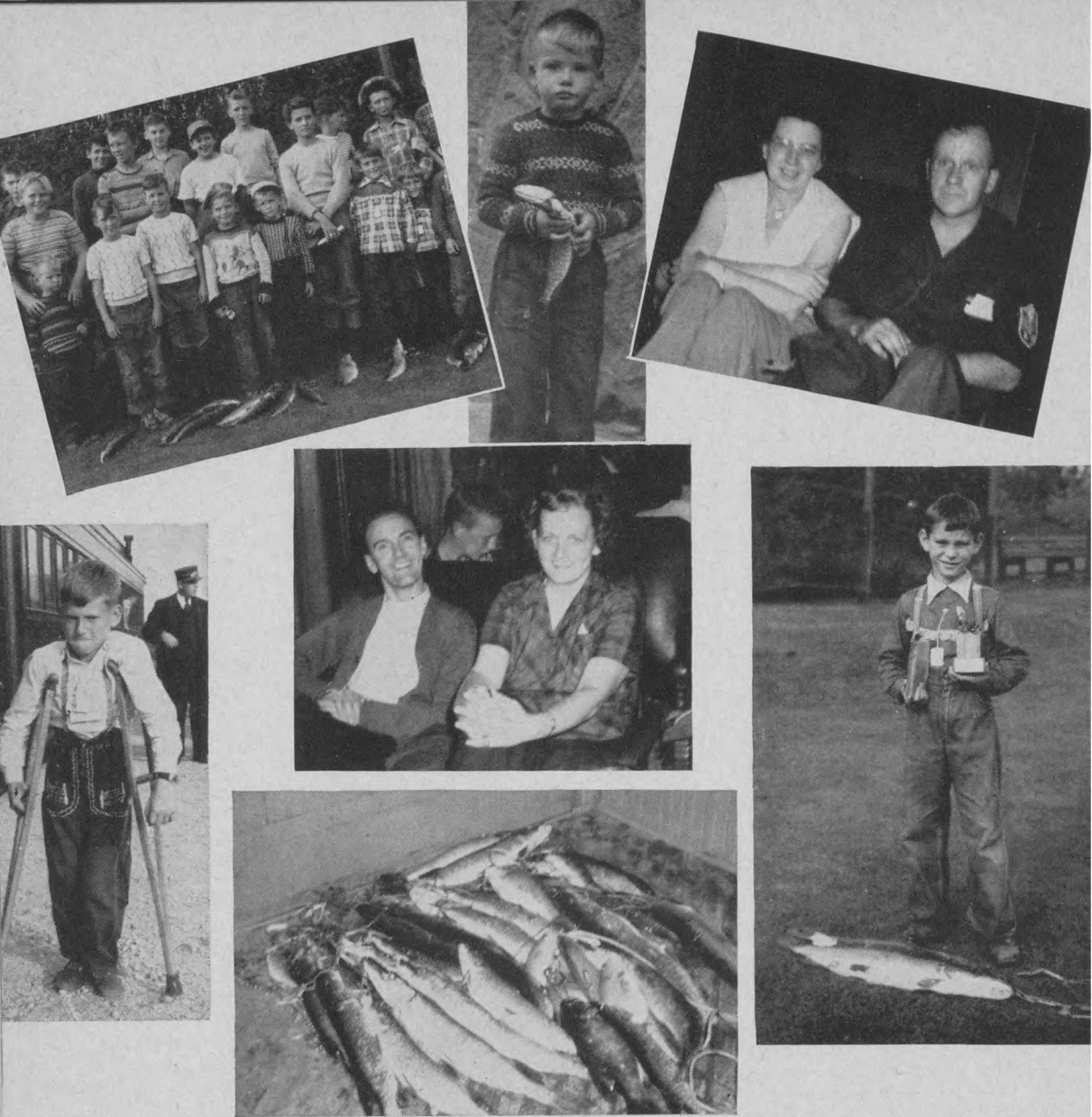
Back row: Miss McNamara, N. Smith, C. Lewis. Missing from picture: R. Williams.

A Canadian chemist says that kissing began when the cave man sought salt. He found he could get salt by licking his neighbour's cheek. He found it was more enjoyable when the neighbour was of the opposite sex. Then he forgot all about salt.

—Mid-West Paper News

Twenty-Three





*"He who gives a child a treat, makes joy bells ring on Heaven's street."*

## Eaton Angling Club Again Stages "BOYS' DAY"

At the early hour of 4:30 a.m. on the week-end of September 9, Eaton Angling Club members entrained for Shoal Lake to play host to 45 boys ranging in age from 4 to 14. It was the Club's annual "Boys' Day" and kindly old Sol did himself proud.

The weather was just right for fishin' and the boys certainly took every advantage of it.

*The winner of the club trophy was nine-year-old B. Sokolowski who took a 4½-pounder to top all the others.* Even a four-year-old took an active part.

The usual balloon shoot was held for the boys and proved just as popular as last year. There were prizes galore and lots to eat, and a very tired gang entrained for home to await this annual event next year.

(Continued on Page Twenty-Five)

### DESCRIPTION OF PICTURES ABOVE

Top Row—Left: A few of the 45 young fishermen. Centre: The youngest fisherman—the 4-year-old nephew of Walter Mills (279). Right: President Arni Cooper (Eaton Angling Club) and wife, who were "mom and dad" to the boys.

Second Row—Left: This 9-year-old boy had a happy day and caught a 2½-pounder. Centre: Although a paraplegic, this guest and his wife went along for the fun and had a happy day. Right: Nine-year-old Barry took the trophy with a 4½-pounder. Lower Centre: Proving that the day was successful.



## GALS! Do You Curl? Would You Like To?

Want to curl with the Eaton Ladies' Club? Regardless of how you curl—whether you use the Watson technique, or have never curled before—you are welcome to join our club. Applications are available at the City and M.O. Time Offices and should be returned to Mary Ewing, City Advertising, Eighth Floor, Store; or Kay Shores, 118 Department, Eighth Floor, M.O.

We are having a General Meeting and Get-Together November 14, at the Eaton Curling Rink. Your membership will be your ticket. Come one—come all. Let's get the season off to a good start.

## "BOYS' DAY"

(Continued from Page Twenty-Four)

The unselfish spirit among the men in handling their charges for the day, is to be highly commended. Thanks again, fellows, for helping the executive to make this a memorable day in the young lives of our future citizens, who, we hope, will carry this spirit forever onward.

### Last Trip of the Year

September 30 saw the final opportunity for the men to vie with one another for the largest fish of the season. Lo! and behold! Mr. John Pike himself, just a shade under 12 pounds, honoured one of the members this day by graciously attaching himself to the end of his line.

*The honours went to Mr. B. Sokolowski (father of Boys' Day winner) for catching the largest fish of the year in its class.*

This final trip was held at Great Falls and the weather was perfect. However, the turnout was smaller than usual due to the fact that many of our members are also duck hunters. To the winner: "Good

fishin' always," and to the losers, "better luck next year."

### Smoker a Big Success

The club held its first smoker October 18, at the Orange Hall, Norwood. Thank you, fellow members, for the wonderful support given to this event.

The club is also sponsoring a supper dance, November 13, at the Roseland. Supper to commence at 7 p.m. and dancing till 1 a.m. (informal).

On behalf of the membership, I wish to forward an open invitation to any interested fellow Eatonians and their wives or sweethearts, or sisters, who would like an enjoyable evening (especially planned for the ladies). Contact any club member for tickets and further information.

*Arni Cooper, Club President.*

NOTE: Nominations for election of new officers will take place at the November meeting.

### PRINCESS STREET WAREHOUSE

Department 257—By Stephen Warrenner

Cy Rowland just returned from a duck hunting trip. The birds must have known that dead-eye Cy was on their trail, because after a week's hunting he returned with one prairie chicken.

Department 259 W.R.—By F. Fulford

Gordon Bailey has lost that sleepy look. He claims that his new son now sleeps, nights that is, without it being necessary for Gordon to walk the floor with him.

Glad to see Phil Barton back from a honeymoon trip to Florida.

Best wishes and good luck to Ray Senez who is taking that trip up the aisle on November 3.

Mr. "Buck" Buckboro is back again after a short illness. Glad to see you.

Department 256

Our sympathy is extended to Dave Goertzen and family on the loss of their mother, also to Dennis Allard on the death of his brother-in-law.

Glad to see our Bert Stein and Bert Toupin of 132, back from sick leave.

\* \* \*

### ALEXANDER AVENUE WAREHOUSE

M.O. Furniture—By A. Surbey

The staff gathered, September 27, to congratulate Mr. R. J. Brown on his 25th anniversary with the Company and wish him continued success. Mr. J. Aikman, acting for the staff, presented him with a Ronson-table lighter, and numerous friends helped brighten the day by calling with their good wishes. Later a dinner was held in the St. Charles' Empire Grill in Mr. Brown's honour.

*Furniture Department*

We are happy to welcome Dan Wilson back from his quarter-century holiday, also Steve Wasyluk, Jim Keedian and Charlie Monk from their recent illnesses. Glad to see you all again, boys.

*Packing*

We wish to welcome Dan Carriere back after his illness. We hope you are feeling a lot better.

## AUTUMN BRIDES

1—JEAN STOUFFER (M.O. Copying) was married to Fred Marchello at St. Matthew's Church on September 22. She was presented with a mirror as a departmental gift and a miscellaneous shower was held in her honour.

2—PHYLLIS JOHNSON (M.O. Complaints) became the bride of Kirk Sjolander at St. Stephen's-Broadway Church on September 29. She was presented with "Gleneaton" kitchenware as a gift from the staff, and also bedding at a dinner held at the Homestead.

3—MURIEL MORRISON (M.O. Copying) married Jack Fox at Carman United Church, September 28. She received a coffee table from the staff.

4—PATRICIA GIBBS (Wages Office) was married to William Paterson at St. Matthew's Church, September 22. Pat received boudoir lamps from the staff and a kitchen shower from the girls in the department.

5—SYLVIA WILLEY (City Inspectors) became the bride of Dave Olford at St. John's Cathedral on September 29. A mirror was presented as a gift from the department and she received kitchenware at a shower.

6—WILMA TAIT (M.O. Money Returns) married Pat Jordan at St. Matthew's Church, September 21. Wilma received a pair of pillows as a gift from the department and a mirror at a shower.

7—MARGARET SUTHERLAND (Western Buying) and Ray Kirby were married at the First Presbyterian Church, September 29. Revereware was a gift from the department and she was guest of honour at a kitchen shower at the home of Miss P. Harwood.

8—LORNA BOYD (Gloves and Hosiery) married Jack Miller at Pembina Lodge on September 21. The staff presented her with a chenille spread and linens from the girls.

9—SHIRLEY BYMAN (Elevators) and Gordon Hobson were married on October 13 in Toronto. Shirley received an electric clock from the Elevator staff.

10—DORIS FARRINGTON (Wages Office) became the bride of Gordon Quinn (City Despatch) at St. Alban's Church on September 22. Doris received a chenille bedspread from the department and a kitchen shower from the girls on the staff.

11—JEAN DAVIES (Women's Shoes) married Charles Still at St. George's Anglican Church, Transcona, on September 15. She received a mirror from the department and a corsage and kitchenware at a shower at the home of Mrs. M. Copeland.

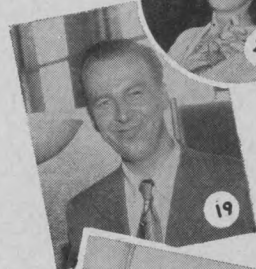
12—BLANCHE WONNACOTT was married to Harry Vickers on September 15 at St. Stephen's-Broadway Church. She received Revereware as a gift from the department and kitchenware at the home of Mrs. William Walker at a shower.

13—MURIEL GLENNIE (M.O. Complaints) and Jack Graham were married on September 7 at St. John's United Church. She received a mirror from the department and a table lamp, lazy susan and sandwich dish at a shower held by the girls on the staff.

14—JESSIE FALCONER became the bride of Lewis Hawkins at the manse on August 21. She received a steam iron as a gift from the department.

15—Left: MILLIE JENIFF (City Inspectors) and Paul Goddard were married at St. Stephen's Church on September 15. The departmental gift was an overnight bag and she received linens at a shower. Right: DOROTHY SHEPPARD (City Inspectors) and Bob Frater were married at St. Thomas' Church in Weston on September 8. A mirror was the departmental gift and a chenille bedspread was presented at a shower.





*Happiness, health and prosperity to these, our autumn brides and grooms from your Eaton friends in Store and Mail Order.*

16—MARIE ANTOINE (M.O. Exchanges) and Russell Duffy (Western Buying) were married on September 15 at St. Mary's Rectory. Marie received flatware as a gift from the department and Russell was presented with linen.

17—FRANCES RODGERS (M.O. Copying) became the bride of Hugh McCoy at St. Anne's Church, September 15. A torchere was presented from the staff and a kitchen shower was held by the girls.

18—SOPHIE PALEDVAR (M.O. Salesroom) married Steve Lys at St. Vladimir and Olga Cathedral on September 22. Linen was presented from the staff and a bedroom rug and sandwich toaster were shower gifts.

19—BERT AGAGNIER (M.O. Farm Implements) married Carmen Leonard at Sacred Heart Church on September 1. The department presented Bert with a torchere.

20—DOLORES DORION (Mailing List) married Maurice Schaubroeck on September 22 at St. Boniface Basilica. The departmental gift was blankets, and lamps and a clock were shower gifts.

21—EVELYN BERG (M.O. Money Returns) was married in Vancouver. The gift from the department was an iron and the girls on the staff gave her a figurine at a shower.

22—LAUREEN FINNISON (Mailing List) married James Winnop at King Memorial Church on September 22. The department gave her blankets and she received a waffle iron and linen at a shower.

23—LILLIAN SEDGWICK (Mailing List) became the bride of Thomas Marysk on September 15 at Home Street Church of Christ. The department gave her a comforter and linen and the girls on the staff gave her kitchenware and blankets at a shower.

24—SHERRIE DAVIDSON (M.O. Packing) was married to Gordon Ciszewski at St. Paul's United Church, September 15. The departmental gift was a toaster and the girls held a shower for her at which she received kitchenware and blankets.

25—PAT KORDERA (M.O. Copying) and Bob McLeod were married September 14 at St. Matthew's Anglican Church. The department gave her a mirror and she was guest of honour at a miscellaneous shower.

26—AUDREY HAGGARD (M.O. Prices) married Bob Carlson on October 6 at St. John's United Church. She received sheets as a departmental gift and an electric kettle and kitchenware at a shower.

27—DORIS ALLAN (Toys) married Roger MacDougall at Kildonan United Church, September 15. The department presented her with a clock and a Doulton figurine and the girls on the staff held a cup and saucer shower in her honour.

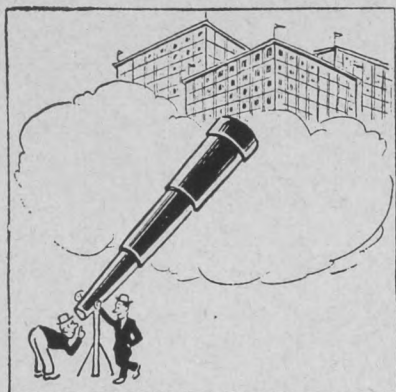
28—JOAN MONTFORD (Paints) married Frank Malcolm Hogg at Holy Trinity Church, August 31. She received a mirror from the department and was guest of honour at a miscellaneous shower held at Mrs. Ron Collins' home.

29—BEA CAMERON (M.O. Packing) became the bride of William Surrette at her home on September 16. The department presented her with blankets and the girls gave her a table and mirror, toaster and linen.

30—EMILY GUSTAFSON (Drug Factory) was married to Gregory Gaudry, September 1. The department gave her woollen blankets and the girls held a miscellaneous shower in her honour.



# WHAT'S GOING ON-



## AROUND HERE?

### BASEMENT STORE

#### *Foodateria*

Good luck to Vi Bannon and Joe Kilborne who became engaged on September 1, and to Ruth Bell and Don McMillan who were married September 21 at St. James Presbyterian Church. Ruth received "Super Health" kitchenware and an exquisite piece of cut glass from her co-workers.

Good luck, also, to Lil Welsh who married Irvin Goodman September 22. Lil was presented with an automatic toaster and an electric kettle.

Verna Zdrill and Linda Gerner also left to be married. Verna was presented with an electric kettle and Linda received linen. Best wishes to you all for many years of future happiness.

Gwen Siddon received a pen and pencil set when she left the department. Good luck, Gwen.

Our deepest sympathy is extended to Frances Gunyuck in the loss of her father on September 8, and to Mrs. M. Green in the loss of her husband, September 20.

#### *Men's and Boys' Furnishings*

Ethel Francis (Tie Circle) received a beautiful diamond ring from Walter Swift, September 15. Best wishes to you both.

\* \* \*

### MAIN FLOOR

#### *Books and Stationery—By M. Lawton*

Good wishes to Arleigh Van Camp (Magazines) who recently became engaged to Barry Frego of St. Vital.

Mrs. F. Spicer (Novelties) left to make her home in Fort Frances. She was presented with a necklace and matching ear-rings by the girls on the staff.

Miss M. Gross (Books) was the proud winner of a scholarship and has returned to the University of Manitoba to complete her course.

A deep, deep bow to our Mr. E. Freeman on his election to the presidency of the Assistants' Association.

Miss B. Porubanec (Office), bride of October 13, was presented with flatware in Coronation pattern by Mr. S. C. Florence, head of department, along with our very best wishes.

Twenty-Eight

#### *Jewellery—By T. Bennett*

Mrs. Alice Legge left the department to reside in California. Before her departure the staff entertained in her honour at the home of Mrs. W. Giles where Alice was presented with a well-lined wallet. Mr. Mal Donaldson, head of department, made the presentation and thanked her for her help in the department. While the staff is sorry to see Alice go, they wish her the best of luck in her new sphere.

\* \* \*

### SECOND FLOOR

#### *Fancy Goods*

Kitty Thornhill would like to thank the management and staff as well as her friends throughout the Store and Mail Order for the many wires of congratulations and gifts received on the occasion of her 25th anniversary.

#### *Piece Goods*

There is an added glow in the sewing room of the department these days. Evelyn Stacey came in to work September 24 wearing a beautiful diamond presented by Bill Twyman. Good luck and our best wishes to you both.

September 26 was the day for a triple presentation. Jack Aston has moved to the Men's Shoes; Dudley McKenzie to the Women's Shoes, and Bernice Coates left the Company. The boys received initialled leather bill folds, and Bernice, a handbag and gloves. Good luck to you all.

Welcome to Bernice Morley, a new member of the staff.

\* \* \*

### THIRD FLOOR

#### *D.A. Office Chatter—By Evalyn Landsley*

We would like to send our good wishes to Patricia Kirkcaldy who left to exchange marriage vows with Wally Wasaty at St. Matthew's Church, September 15. Pat was presented with a mirror as a wedding present from the office, and was guest of honour at a kitchen shower at the home of Mrs. J. Walker, September 7.

We are happy to have Mrs. Millie Smith back in our midst following a visit to her family in England.

#### *Cake Counter*

Best wishes to Mary Patterson who became engaged October 6 to Corporal W. G. Archer (Paratroopers). The wedding will take place November 7 and they will reside in Brandon.

Doreen Ross was guest of honour at a kitchen shower held on October 3. She was married October 6 to Jerry Link (Candies) at Bethany Baptist Church.

\* \* \*

### FOURTH FLOOR

#### *Women's Coats and Suits*

Twenty-five members of the staff met at the home of Mrs. Bowen at Sturgeon Creek on October 3 for a bang-up picnic supper and fun. The occasion was the departure of two members of the staff, Jim Ryan of the stock room, who left to make his home in Toronto, and Bernice Gray.

Mr. G. B. Scrivener, supervisor, presented Bill with a zipper case for his shaving equipment, and Bernice with a jewel case as gifts from the staff. Mr. R. Oliver, head of department, extended a vote of thanks to Mrs. Bowen for her kindness in lending her home for the occasion.



### GUESTS OF HONOUR

A party was held for these two members of the staff who are leaving the Women's Coats and Suits: Jim Ryan and Bernice Gray.

*Lingerie—By J. W. Frisken*

Mrs. Goodman and Mrs. Lees, we missed you when you were away sick. It's nice to see you back.

She's lovely, she's engaged, she uses a typewriter and comptometer with ease. Austine Hendee received her diamond from George Drummond on July 27.

\* \* \*

### FIFTH FLOOR

*Children's Shoe Mutterings—By Wm. McCutcheon*

Another blessed event was celebrated in the department when assistant Gordie McGregor's wife presented him with a daughter, Carrie, September 24. A sister for Gordie's other two girls, and the makings of a forward line for a girls' hockey team.

Not to be outdone, supervisor Mr. P. Carter became a grandfather when his daughter, Maxine, presented him with his first grandson, Douglas Carter Ward.

\* \* \*

### SIXTH FLOOR

*General Office News—By Irene Adams*

Evelyn Wright became the bride of Walter Slobodian, October 1. She received linen from the girls and a plate glass mirror from the office staff. Best wishes to you both, Evelyn and Walter.

Good luck to Bernice Scott who left September 22 to make her home in Vancouver. She was presented with a necklace and ear-rings from the staff and a photo album from the girls.

One of our former staff members, Donna Coutts, is proud to announce the arrival of a son, George Edward, September 26. Congratulations.

When Marie Marchant left September 28, the girls presented her with a compact.

Our best wishes to Doreen Parker who walked in October 1, with a lovely ring on that all-important finger. The lucky man is Joe Pelletier.

Our good wishes also to Jim Cross and Helen McKay who were married in Minneapolis, Minnesota, on September 22.

Good luck to Joan McDougall who left October 3 to join the ranks of the R.C.A.F. (W.D.). Joan was presented with a pen and pencil set from the girls and a leather writing case from the office staff.

*Carpets Calling—By G. McLean*

Mrs. Beattie (Mat Section) is a grandmother again. Her daughter, Mrs. David A. Smith, the former Mary Louise Beattie, had a daughter, September 29. Weight: 6 lbs. 9¼ ozs. Name: Leslie Virginia.

We were sorry to say good-bye to Virginia Tesluk, September 22. Virginia decided to return to Chicago to make her home.

The boys of the department and workroom had a stag, October 10, for Maurice Menzies who is leaving to make his home in Fort William.

A stag was held at Mr. Jephson's "Dog House," September 21, for Danny Miller who was married to Alice Charles, September 29, at St. Ignatius Church. Alice was formerly with the Correspondence. Danny received a torchere at the party.

Gladys McLean would like to take this opportunity to thank her many friends who called to congratulate her on her 25 years with the Company.

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### SEVENTH FLOOR

*Budget Briefs*

More of our staff members bid us adieu as we go to press. Hermine LaFerriere left to reside in White-mouth and, on her departure, received a figurine; Dorothy Johannesson will make her future home in MacDonald, Manitoba. She received a jewel box. Grace Chapman has moved to the Savings Department and received a lovely brown corde handbag. Kay Jones has left for the M.O. Budget Plan and was the recipient of a sports jacket. Freda Sawchuk received a sports jacket and Marion Korzyk jewelry, when they left to join the Treasury Office.

*Paints and Wallpaper*

The department presented Joan Montford with a large mirror on the occasion of her marriage to Frank Malcolm Hogg who was formerly with the Drapery Department. They will make their home in Fort William. Mrs. John Collins held a miscellaneous shower for Joan.

\* \* \*

### EIGHTH FLOOR

*City Ads*

Congratulations to Ed and Joyce Vopni on the arrival of their third child and first son, Robert Edward, October 4.

We have said good-bye to our red-headed office boy. Our genial George has moved to 244 Stock.

*Telephones*

Good wishes and luck to Mrs. Johan Metcalfe who left the switchboard to become a full-time housekeeper.

We hope to see Mrs. Helen Studham (Service Supervisory Staff) and Mary Allan (Staples Board) back at work soon. They are both away ill.

A hearty welcome to Edythe Course, who recently joined the Grocery Order Board. Edythe has just returned from her 25-year vacation.

Edith (Cosgrove) Wolfe, formerly of the Calgary and Winnipeg switchboards, is the proud mother of a new daughter, born in September.

### DO YOU REMEMBER LOUIS?

Louis Sotolov (son of Louis Sotolov, 229) used to play with his own orchestra in the Grill Room before he joined the R.C.A.F. Since then Louis has taken his medical degree at the U. of M. and is interning at St. Boniface Hospital. He plays with the first violin section of the Winnipeg Symphony and also with the CBC Concert Orchestra.



# IN THE MAIL BAG



## "WHEN IRISH EYES ARE SMILING . . ."

When you get three lyric tenors like these together, Nelson Eddy, Mario Lanza and other celebrities may well look to their laurels!

Left to right—Tom Dodds, Bob Brown and Bill Thomson at Bob's quarter-century party.

### SECOND FLOOR

**M.O. Packing**—By G. Burton and C. Ridgedale  
Ida Krueger became the bride of Conrad Anderson, October 14, at the Evangelical and Reform Church, Morden, Manitoba. She was presented with a bedthrow from the staff and a miscellaneous shower was held for her at the home of Dorothy Klatt. The girls of the department gave Ida boudoir lamps, blankets and an electric kettle.

Good luck to Clarice Lacroix who received a lovely diamond from Cliff Nott. We hear wedding plans are being made for November.

Good wishes to Evelyn Berg who left to be married and make her new home in Vancouver. She received an iron from the department and the girls presented her with a pair of figurines.

We wish Catherine Chutskoff every success in her new life in Vancouver with her family.

Glad to hear that Anna McArthur (retired) is recuperating following a very bad fall.

Best wishes to Margaret Butt who married Ben Hiebert on October 13 at Robertson Memorial manse. She was presented with a lovely table lamp from the department and the girls gave her a black panther ornament. A miscellaneous shower was held in Margaret's honour on October 10.

Good luck to Mary Kosowan who left on October 10 to take up household duties. She was presented with a set of dishes and a shower was held in her honour October 14 at the home of Yvonne LaPlante where Mary received a gift of linen.

#### M.O. Drug Workroom

We are proud to have in our midst a celebrity, Miss Tilly Beck. Tilly was present at the luncheon held for Princess Elizabeth and the Duke of Edinburgh at the Royal Alexandra Hotel, October 16. This is the second time Tilly has been in the presence of royalty.

\* \* \*

### THIRD FLOOR

#### M.O. Budget Plan—By F. Holdsworth

The recreation committee held a successful wiener roast on September 22 at Silver Heights to start off the fall and winter activities. A vote of thanks is offered to the members whose hard work ensured a very pleasant evening for all who attended.

We are pleased to welcome Shirley Piggott back after a lengthy illness and to note that during her absence she received a lovely diamond from R. A. Bye, Jr. Our best wishes for your happiness, Shirley.

We also noticed that Ian MacDonald was very cheerful on August 28 and soon discovered his secret. He had presented the girl of his choice with a diamond the previous Saturday. Congratulations.

Thirty

Glad to see Muriel Sherrin, William Carson and William Odell back again following operations.

During the past few weeks we said good-bye to Joan Kellough, Jackie Charney, Norman Sirrs and Thelma Howell. Our best wishes are extended to them all in their new positions. We would like to welcome Kay Jones, Arlene Randle and Winona Torch to the department.

After serving for three years, our staff fund committee requested that a new one be appointed. We would therefore like to voice our appreciation to Lillian Vipond, Irene Powell, H. H. Matthews and M. R. Smith for their unselfish interest and service on our behalf. Our days of sickness, joy or sorrow were remembered without fail.

We enjoyed a brief visit from Shirley Whelen, October 11, who reports that life in Kinistino, Saskatchewan, has been treating her very well.

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### FOURTH FLOOR

#### M.O. Women's Shoes—By L. Shadbolt

Winnipeg lost to Toronto, but not without some strong competition, when Mary Heiland left us for that city. The girls of the department had a dinner for Mary, September 14, at the Homestead, where she was the recipient of a rhinestone necklace. On September 15, Mr. J. S. Fowler, assistant, presented her with a leather handbag on behalf of the staff with best wishes for a happy future.

#### M.O. Children's Shoes—By D. Clubb

Well! Dan Cupid is certainly busy these days. Another one of our girls, Kay Aimoe, is flashing a lovely diamond. She and Harry Morris have decided to tie the knot early in November. Good wishes.

#### M.O. Hardware

Polly Honkewich was all smiles the morning of October 2. She walked in with a sparkler on that third finger. The lucky man is Bill Muzik.

Welcome home to Mr. William Nixon who has been tripping 'round the country on his quarter-century holiday. Also to Mrs. May Yule after a holiday trip to Scotland.

We extend get-well wishes to Ernie Connelly who is in Deer Lodge Hospital. Hope to see you soon.

\* \* \*

### FIFTH FLOOR

#### M.O. Sporting Goods and Toys By D. Hardiman and J. McNiven

We are glad to report that Ronnie Ford was up to see us and seems to be coming along the road to health.



The Sporting Goods said farewell to Dave Stevenson who has left us. He was presented with a Ronson lighter and our best wishes.

Sorry to report that Herb Oliver is still away sick. We hope to see you back soon, Herb.

We regret to report the passing of Helen Kotchorek's mother, October 11. Our sincere sympathy is extended to Helen and her family.

#### *M.O. Draperies—By Irene Eilmes*

Mrs. Georgina Ritchie celebrated her 30th anniversary with the Company, September 26, when a breakfast was held at Moore's. She was presented with a sterling dresser set by the department and numerous gifts from her many friends.

#### *M.O. Paints*

A bang-up party was held September 14 at the Greystone Arms in honour of Mr. Tommy Dodds' 35th anniversary, September 7, and Mr. Arthur Scott's 40th anniversary which was September 21. After dinner a presentation of Ronson lighters was made to the honoured guests by supervisor of Wallpaper and Paint Department, Mr. Norman Forbes. Mrs. Dodds and Mrs. Scott were presented with corsages of sweetheart roses.

Besides the staffs of 74 and 274, many of Mr. Dodds' and Mr. Scott's friends from other departments were present. During the evening our genial Mr. Dodds gave us his rendition of some of his popular songs, no other than "Sweet Violets" and "Trees." Music for the dancing was supplied by Alex Turner.

\* \* \*

#### **SIXTH FLOOR**

##### *M.O. Staples*

The girls held a luncheon at the Homestead on September 27 in honour of Mrs. Florence Faulkner who is leaving to reside in Glenboro, Manitoba. Florence will be missed by her many friends in the M.O. and we wish her and her husband every success in their new venture.

The sincere sympathy of our staff is extended to Mr. and Mrs. J. Torbet on the death of Mrs. Torbet's mother, Mrs. J. Drillio.

#### *Jewellery Repairs—By M. Hoover*

Our sincere sympathy is extended to Mr. O. Olafson, head of department, whose mother passed away at Brandon on October 14.

#### *M.O. Dress Goods—By M. Middleton*

Guess what? We did it again! That's right—a wiener roast. The gang gathered at the summer home of Provie La Monica on the bank of the Assiniboine in St. Charles to roast wieners and corn and dance to the portable gramophone. Thank you, Pat Tugby, Min Stacey and Provie, for making the evening such fun for us all.

We are sorry to report Mrs. Mary Walker is in hospital recovering from an operation. We are all pulling for your speedy recovery, Mary, and look forward to seeing you back on your feet again.

#### *Golfer Supreme*

We don't know whether Eric Jones has been practising up on his golf game or if this is his lucky year, but twice-a-year-winner is his record. He copped top honours in the Eaton Men's Golf Tournament, Class "B," and also won the trophy for the Capitol Lodge tournament in September. Our congratulations.



#### **"SWEET VIOLETS"**

Here is a picture taken of the anniversary party held by the M.O. Paint Department. From left to right: Mr. Tommy (Sweet Violets) Dodds, Mr. Norman Forbes and Mr. Arthur Scott.

Congratulations also to Mr. and Mrs. Geoff Watkinson of Yorkshire, England, on the arrival of Joan Helene, September 20. Mrs. Watkinson was Dorothy Longstaffe, daughter of Mr. P. H. Longstaffe, our head of department.

\* \* \*

#### **SEVENTH FLOOR**

##### *Garment Factory—By A. Kirkby*

The fisherman of the department, Nick Renault, caught a 10½ lb. pickerel while angling recently at McArthur Falls. This is something of a record. Congratulations, Nick.

At this time we extend our sympathy to Lila Moon, whose mother passed away October 10 after a lengthy illness.

#### *M.O. Juveniles and Women's Sportswear*

##### *By M. Pariseau and G. Brown*

Margaret Weremy left to be married September 3 to William N. Duff. The girls gave her a combination waffle iron and sandwich toaster. Our best wishes, Margaret.

Good wishes, also, to Helen Manculenko on her marriage to Edward Mitchell. They will reside in Rochester, N.Y.

#### *M.O. Lingerie—By B. Nash*

Our best wishes to Bernie Durack who was presented with a brief case on the occasion of his leaving the department. Bernie was a popular member of our staff and we all wish him luck in his new venture.

Congratulations to our supervisor, Mr. J. J. Dermody, who completed 40 years with the Company on October 10. Mr. R. Chatfield, head of department, presented him with a set of tools from the staff.

Congratulations also to Les Hawksley on achieving his 35th anniversary. He was presented with a mantel radio on this happy occasion.

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#### **EIGHTH FLOOR**

##### *Photo Workroom*

Kay Thiess and Dorothy Coe are both on our sick list. Hope it isn't too long till you're back with us again.

We'd like to extend our deepest sympathy to Mr. Gandy and his family on the death of Mrs. Gandy.

#### *M.O. Exchanges—By M. Davies*

The brides and brides-to-be are giving us a busy whirl these days.

The appearance of two lovely diamonds call for our good wishes. Joan Broeska and Harry Spencer became engaged August 28 while Lucille Rheault and Eddie Klan chose August 31.

## CONTACTS

Marie Antoine and Russell Duffy were married at St. Mary's Church, September 15; Gwen Hullick and Mack Hamilton said "I do" September 21 at Rossburn United. Marie's gift was flatware and Gwen was presented with a bedroom rug. Our best wishes for a very happy future to you all.

Our department is becoming very party-conscious in its leisure hours. October 5 a wiener roast lured the gang out to Elm Grove Park. It was really a super-evening spent toasting wieners, dancing and singing songs. Of course, having 117 and 118 join in the fun made it more enjoyable. Another social evening is in the offing. Attending it is a "must."

### *M.O. Copying—By M. Shepherd*

Muriel Morrison was presented with a coffee table by the department when she left for her marriage at Carman United Church to Jack Fox. This took place on September 28.

Good wishes to Joan Cranwill who received a lovely diamond from Jack Spiers, September 15.

September 22 was the day chosen by Jean Stouffer for her wedding to Fred Marchello at St. Matthew's Church. The department presented Jean with a mirror and the girls held a miscellaneous shower.

Here's wishing you a speedy recovery from that operation, Dot Hunt.

Valentine Day left September 26 to join the Royal Canadian Navy. She received a travelling clock from the department as a parting gift. We wish you the best in your new career, Val.

Our sympathy is extended to Eileen Bridges in the recent loss of her father.

### *M.O. Salesroom, Files and Correspondence*

*By G. Brownlee and L. Lauch*

One of the happiest people in the department seems to be Louise Louch, who received a beautiful diamond from Rudie Weber, September 26.

Our best wishes to Jeanne LaPoint on her recent engagement.

Wedding bells rang September 22 in St. Boniface Basilica when Dolores Dorion became the bride of Maurice Schaubroeck. From the department Dolores received blankets, while the girls presented her with a clock and lamps.

Sophie Paledvar was married September 22 to Steve Lys at St. Vladimir and Olga Cathedral. She received linen from the department and a bedroom rug from the girls. A dinner was also held in Sophie's honour at the Chicken Inn at which she was presented with a sandwich toaster and a three-piece silver set.

Laureen Finnsen married James Winnop, September 22, at King Memorial Church. Before leaving, she was presented with blankets from the department and a waffle iron and sheets from the girls.

Audrey Haggard became the bride of Bob Carlson on October 6. She received sheets from the department.

Best wishes to all our brides and grooms.

Sorry to hear that Evelyn Webster is in hospital. We hope it won't be too long, Evelyn, before you are back with us.

Best wishes go with Christinia Swiaticki who has left for Saskatoon to take a theological course. She received a travelling bag from the department.

Our most sincere sympathy is extended to Lorraine Fontaine on the recent death of her mother and to Hazel Cory, whose mother passed away October 13.

### **ALDOUS' ARMFUL**

Sheila Jean, 3, and Sandra Charlene, 6 weeks. Daddy is Charlie Aldous of M.O. Exchanges.



### *M.O. Complaints—By J. Baynes*

"What beautiful flowers, and so many lovely gifts," were the comments made about Grace Nightingale's desk, the morning of September 21, when "our Gracie" celebrated 30 years with the Company. The gift from the department was a set of travelling cases. Everyone joins in wishing Grace many more years with us.

A very excited and happy girl, Phyllis Johnson, left to become Mrs. Kirt Sjolander at St. Stephen's-Broadway Church on September 29. Phyl was presented with "Gleneaton" ware from the department, and a surprise dinner was held for her at the Homestead where Ann Medwudyk presented her with linen on behalf of those present.

We were glad to see Herb Graham looking so well after his holiday trip to the Coast and the U.S.

Sincere sympathy is extended to Pearl Chubey on the loss of her father.

### *M.O. Correspondence—By June deGagne*

Pat Rance was married to Earle Clendenning on October 19. We'd all like to congratulate the lucky man on his choice of bride. Pat's bridesmaid was Ellen Flathers of our department, and a very charming bridesmaid, too.

### *M.O. Cashiers—By E. Morton*

Best wishes to Pauline Salvason who received a lovely diamond from Ken Knight. The wedding is planned to take place in December in Calgary.

Good luck and best wishes to Chris Wicklund and Vernon Dingle who were married September 22. Chris was presented with a merchandise certificate from the staff. They will reside in Toronto.

Congratulations to Anna Pallet and her husband on the birth of a daughter, and to Mr. and Mrs. H. Norman on the birth of a son.

A surprise house-warming party was held in honour of Elsie Norton on October 11 where she was presented with a china breakfast set and mixing bowls as gifts from the girls on the staff.

Our heartfelt sympathy is extended to Doris Slack whose mother passed away October 11.

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## **NINTH FLOOR**

### *M.O. Men's Furnishings—By D. Dee*


We are indeed sorry to report that we lost the services of our assistant, Mr. James Orr, through an early retirement on account of ill health. Our sincere wishes, Mr. Orr, for improved health and many pleasant years ahead.

### *M.O. Gloves and Hosiery—By May Scott*

Good wishes to Rita Brisson on her recent engagement to Robert Prejtek.

We extend a hearty welcome to Mr. Sam Fleming, our new head of department, and we sincerely hope he enjoys being with us.

## In Memoriam




### MR. JOHN SMITH

Formerly caretaker and general utility man at the Printing Plant, John Smith, aged 77, passed away September 26. Mr. Smith, a stone mason by trade, worked in San Francisco and was there during the big earthquake. He joined the Company in June, 1919, and retired July, 1946.

Born in Scotland, John Smith is remembered by the Printing Plant staff as an excellent worker. He was a member of the International Bricklayers and Masons, No. 1, for many years a life member of Masonic Capitol Lodge, 136.

Our sympathy is offered to Mr. Smith's widow, brother and sister, who survive him.



**We extend sincere sympathy to those members of the staff  
who recently suffered bereavements:**

#### **In the Loss of a Mother**

MR. F. MOIRE (M.O. Radios)  
MRS. M. CURRIE (Drugs)  
MR. D. GOERTZEN (M.O. Packing)  
MISS E. KOTCHOREK (M.O. Packing)  
MISS L. MOON (Shirt Factory)  
MISS D. SLACK (M.O. Cashiers)  
MISS H. KOTCHOREK (Sporting Goods)  
MISS H. CORY (M.O. Salesroom)  
MR. O. OLAFSON (Jewellery Repairs)  
MISS WINNIFRED DARK  
(City Advertising)

#### **In the Loss of His Wife**

MR. J. G. GANDY (Photo Workroom)  
MR. A. V. DAVIDSON (M.O. Advertising)  
MR. G. FORSTER (China)  
MR. TOM JOHNSTON (Floormen)

#### **In the Loss of a Father**

MRS. P. CHUBEY (M.O. Complaints)  
MISS M. ROBSON (Shopping Service)  
MR. F. WONNACOTT (M.O. China)  
MISS M. KILCUP (Cash Office)  
MISS NANCY KENNY (Contacts' Office)  
MR. T. R. HUMPHREYS  
(Gloves and Hosiery)

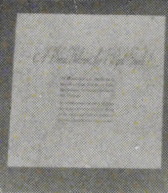
#### **In the Loss of a Sister**

MR. GEORGE HARGREAVES (formerly  
132 Department, now retired)  
MR. J. H. YELLAND (Notions)  
MR. GORDON YELLAND  
(General Office)  
MRS. DOREEN WOODWARD  
(Stationery)

#### **In the Loss of a Brother**

MRS. R. ROE (Drugs)  
MR. G. WILLS (Customers' Decorating)





## Winnipeg Store's Tribute to the Royal Visit

Above—The welcoming window.

At right—Across the Store front  
was featured a massive display  
of twelve-foot flags.

(See Page Five)



**T. EATON CO.**  
WINNIPEG LIMITED  
CANADA